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The Weekly Newsmagazine of Radio

Broadcast Advertising

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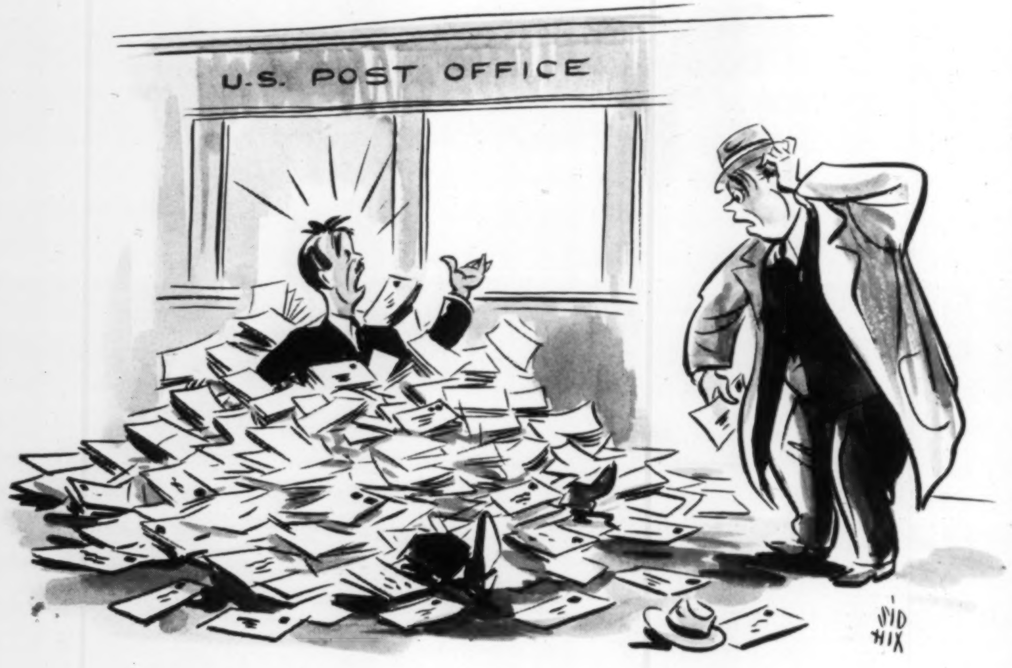
IN THIS ISSUE: FULL REPORTS OF NAB CLEVELAND CONVENTION



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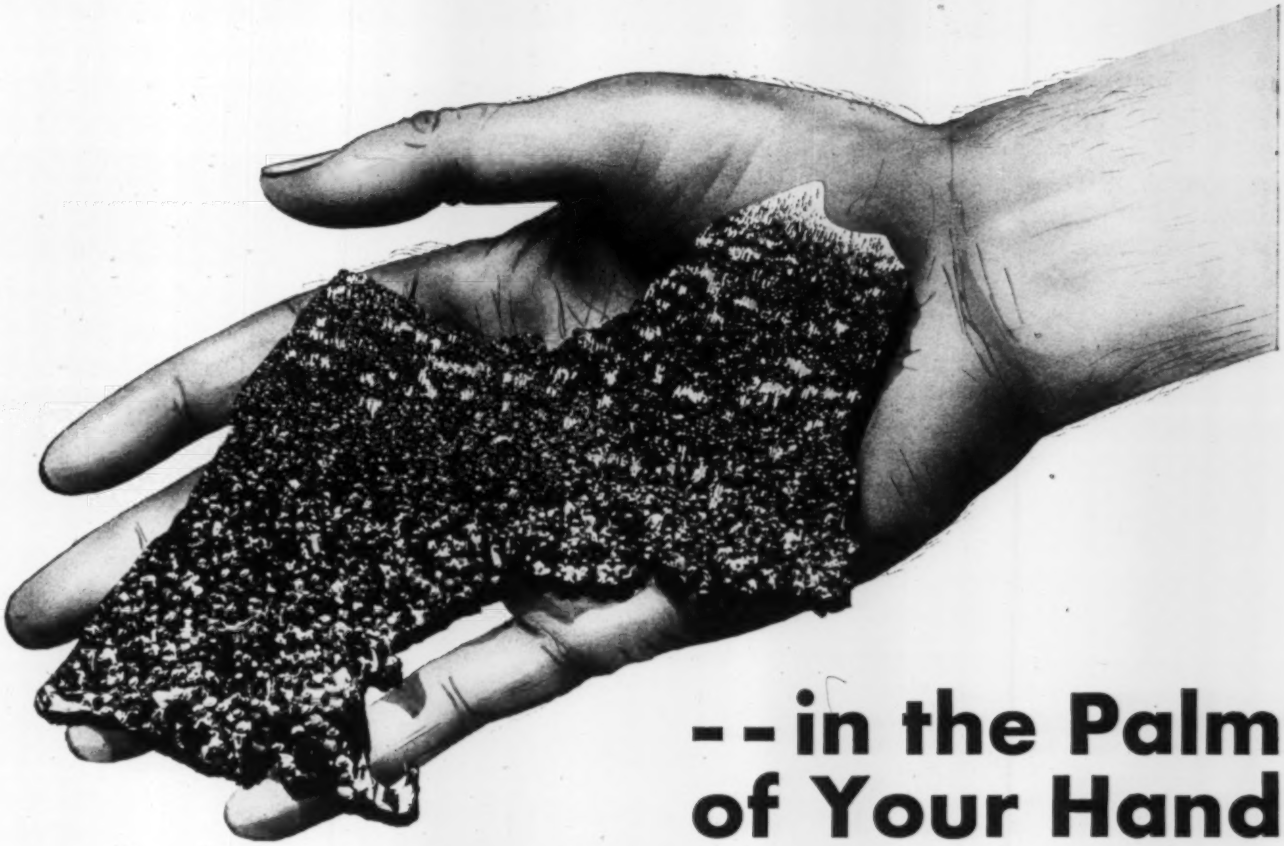

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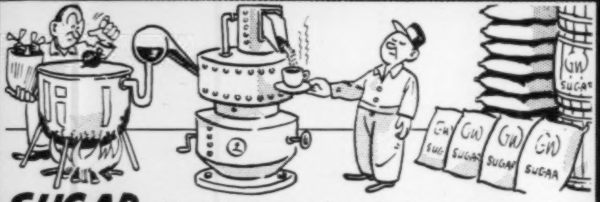
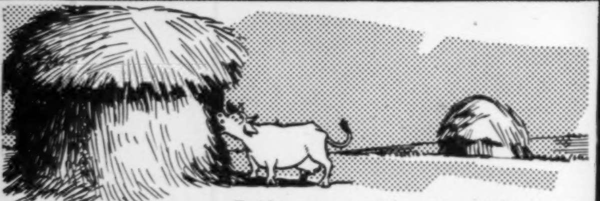
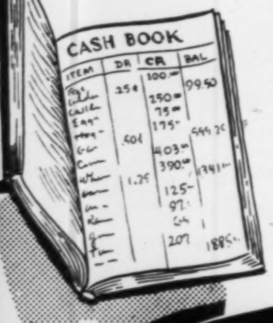


SUGAR BEETS: Vegetable, from which is refined a certain scarce commodity. Grows on tens of thousand Nebraska acres. Sold at a "sweet" profit.



HAYSTACK: Fodder, cut and cured on farm at little or no expense. Livestock loves it, and fattens thereon—after which stockyard pays equally fat prices for same. More profit for farmer to enter in his



CASH BOOK: Ledger in which farmers keep track of all money they take in or put out. Nebraska farm families are taking in much more money for orchard products, sugar beets and livestock than they are putting out for overhead and maintenance. They've a banker's vault full of cash on hand. And they'll spend this cash with *you*, if you tell them what you want to sell.

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BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 22 • NO. 20 MAY 18, 1942

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TO NEW YORK'S BUYING MILLIONS!

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Introducing SALLY FRANKLIN, Sonovox Articulator

Whenever you hear Sonovox on any network show or spot-announcement recording that originated in New York, you're hearing the work either of Sally Franklin, or of another articulator whom Sally trained. Because Sally Franklin was (and still is) our own *First Lady* in "Bagdad on the Subway", and we think as much of her work as she does of Sonovox! Quoting her own words, "I like to articulate because I am strictly a bathroom soprano, and Sonovox lets me borrow dozens of voices. Also because, after a long time in radio, I am convinced that Sonovox is one of the most significant things that ever happened in the field of sound."

Well spoken, lass—and some of the smartest men in radio agree with you. Hardly a day goes by but what some Sonovox user writes us a new letter of surprise and amazement at the results being achieved. Fan mail—even from one-minute spots—keeps pouring in. Kids and adults all over America are gleefully trying to imitate the Sonovox effects they hear on the radio. Sales of Sonovox-advertised products are jumping phenomenally!

Yes, Sonovox is certainly "one of the most significant things that ever happened in the field of sound". If any of you agencies or advertisers don't already have all the facts, drop us a line—*today!*

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BROADCASTING
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Vol. 22, No. 20 WASHINGTON, D. C., May 18, 1942 $5.00 A YEAR—15c A COPY

War Convention Maps Plans for Future

Networks Are Voted Active Membership; Discord Laid Aside for Victory Task

RECOGNIZING radio's war mandate over all other problems, most of the nation's broadcasters who met in Cleveland last week at the 20th annual convention of the NAB unceremoniously tossed intra-industry discord out the window and settled down for the victory job ahead.

Long-simmering moves to reorganize the NAB from top to bottom disappeared even before the convention got under way Monday, May 11. The task of keeping the broadcast structure primed for maximum service during the war, involving technical as well as economic factors, was the impelling force in relegating personality and internal controversy to the background.

For official registration at Cleveland NAB convention, see pages 54-56. For major resolutions adopted, see page 64. Text of address by Byron Price, Director of Censorship, on page 13; by Archibald MacLeish, Director of the Office of Facts & Figures on page 11.

Neville Miller's stewardship as NAB president, under fire in certain quarters since the last convention, never was openly questioned during the proceedings. The convention by resolution approved his work and that of his staff.

FCC Chairman Absent

Nor did there arise on the floor any discussion of the attitude of FCC Chairman James Lawrence Fly toward the NAB or its chief executive. The St. Louis episode of a year ago, when Mr. Fly stormed out of the convention after an acrimonious encounter with President Miller which set off most of the internal discord, likewise did not reach the discussion stage. Mr. Fly, although invited by President Miller, did not attend the convention or send any message to it.

From the start, the convention was pitched on an extraordinarily high plane. Leading figures in the nation's wartime activity, as well as captains of industry and commerce, addressed the some 1,000 broadcasters and their associates and bespoke their tribute to radio's swift, clear-headed, morale-building job since Pearl Harbor. These addresses set the tempo for the entire convention.

Following sine die adjournment of the convention Wednesday, the new board of directors met all day Thursday, giving primary consideration to "streamlining" the association. The status of President Miller, however, was not the issue. Pre-convention rumblings had been that moves might be made for a sweeping reorganization, consistent with the recommendations of broadcasters at loggerheads with the present executive direction. This did not crystallize.

The board heard the report of its streamlining committee, headed by Don S. Elias, WWNC, Asheville, which was appointed last March to inquire into the whole matter of NAB operations. This stemmed from the resolution adopted by the NAB Fourth District at Roanoke last March, which requested such a study.

The committee reiterated its previous recommendation that a strong public relations man be added to the staff, as second in command, and that a committee be named to continue the effort to secure "this important addition to the organization personnel". The board subsequently authorized Mr. Elias' committee to pursue this task.

Bad Feeling Abates

Much of the ill-feeling engendered over the reorganization issue appeared to have abated during the convention. Nevertheless, absence from NAB memebrship of a sizable group of important stations was regarded by the board as both undesirable and unnecessary.

The board at its Thursday meeting invited several leading nonmembers for a "detailed review and discussion of association activities". Included in the group, four of whom are on Broadcasters Victory Council, were John Shepard 3d, president, Yankee Network, and chairman of BVC; George B. Storer, president of Fort Industry Co. and of National Independent Broadcasters, BVC vice-chairman; Walter J. Damm, WTMJ, Milwaukee, president of FM Broadcasters Inc.; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc., and H. K. Carpenter, vice-president of WHK-WCLE, Cleveland, and an MBS board member. All but Mr. Carpenter are on the six-man BVC board.

BVC, set up last December as a coalition of industry trade groups to function in Washington largely because of the strained relations existing between the NAB and Chairman Fly, had announced through Mr. Shepard it would serve only as an interim organization, or until the NAB was reorganized to its satisfaction.

BVC Will Remain

Chairman Shepard, after the conferences with the NAB board, called a meeting of BVC in Cleveland Thursday afternoon and it was evident the group was dissatisfied with the NAB action. Mr. Shepard's only comment was that the Council "will be continued on the same basis". There was the clear inference that it would not be dissolved, which might have been the case had the NAB been reorganized. Mr. Shepard will continue to spend a portion of his time in Washington directing BVC activities, with O. L. (Ted) Taylor, KGNC, Amarillo, executive secretary of BVC, to serve when Mr. Shepard is away.

Equipment Pool Stand

Most important action of the new board at its Thursday meeting was adoption of a resolution proposing that the industry collaborate in the development of an equipment-pooling arrangement for the industry along broad lines already recommended by the Domestic Broadcasting Committee of the Defense Communications Board and by the War Production Board.

Implicit in the resolution, however, was the suggestion that the industry rather than the FCC administer the pooling of equipment looking toward maximum life of existing broadcast equipment and assignment of any equipment available in the industry to stations in need, with provisions for replenishing inventories made through the WPB.

Nets Voted Membership

Active membership for the major networks in the NAB, in lieu of associate status, was overwhelmingly voted 4 to 1 by the convention, settling on the floor the only controversial issue which developed. CBS immediately accepted active membership and Paul W. Kesten, vice-president and general manager, was designated the CBS director, pursuant to the revised by-laws.

This left NBC in a somewhat anomalous position, since Niles Trammell, its president, had urged amendments to the by-laws which would give the networks only associate status. He had proposed this move to set at rest charges of purported network domination of the trade association. NBC and its sister RCA subsidiary, the BLUE, are not NAB members by virtue of the action. They are eligible for active membership, however.

F. M. Russell, the NBC member on the board, retired from that post. Whether NBC or the BLUE will enter the NAB fold as active network members remains to be de-

NEW ORLEANS NEXT

Mardi Gras City to Be Host to 1942 Convention

IT'S NEW ORLEANS for the 21st NAB Convention next year, war permitting.

The Mardi Gras city, whose broadcasters practically took the convention by storm with a bevy of Louisiana beauties and with appropriate giveaways, was voted first choice by the membership. Second choice was Chicago, third Pittsburgh. The precise time and place is left to determination by the NAB board, after negotiations with the city hotels on available accommodations and arrangements.

If New Orleans is certified, it is expected the convention will be held early—probably in latter March or early April, to avoid the heat. Chicago will get the convention if satisfactory hotel arrangements can't be made in New Orleans.

When the War's Last Chapter Is Written—*An Editorial*

"WHEN THE LAST piece of copy is set in type for the page in history describing radio's contribution to our war effort, it may justly be captioned 'well-done'."

That tribute from Charles R. Hook, president of the American Rolling Mill Co., delivered in his address to the NAB convention last week, governed the thinking, planning and behavior of the majority of the nation's broadcasters. It epitomized the comments of the big parade of big names in the nation's war leadership, both Government and private, who left loaded desks and important missions to come to Cleveland and counsel with the men whose task it is to sell the people—dispassionately, calmly and accurately—on this war.

Radio men could ask no better treatment. It was recognition of a job well done. But broadcasters know they can't rest on their laurels; that the going will be tougher as the war grows older—tougher to keep operating because of equipment shortages; tougher to man their operations; tougher to realize a return with soaring costs, heavier taxes and an impending dislocated economy.

What a far cry a year ago? Then, in St. Louis, the nation was planning for defense. There came the open breach between FCC Chairman James Lawrence Fly and NAB President Neville Miller, which hasn't yet been healed and which has kept alive a schism in the industry where none should exist.

A year ago the industry's concern was Government ownership or operation because of manifestations of the FCC and its majority. Today that is no longer the No. 1 worry. For however minded the FCC majority may be, there are infinitely more important segments of this wartime Government that would not be disposed to permit any civil, non-war Government agency to impede the work of a broadcasting industry at war. That was evident to all those who attended the NAB convention.

There still are dissidents, dissatisfied with the NAB or with the proposed plan for streamlining recommended to the board by its special reorganization committee. There are those who are unhappy about active membership for the networks, which CBS alone thus far has accepted, and which cause it championed. Chairman Fly is unquestionably unhappy about the whole affair because he has openly fostered a reorganization and has publicy deprecated purported network domination of the NAB.

It is the right of any broadcaster or network to do what he likes about industry association activities. It was demonstrated in Cleveland that there is unity in one respect—the paramount thing—that the industry must deliver everything it can to the war effort. There was no controversy, no bitterness, during the business sessions over the purely internal organization questions. What developed came *after* the convention, and in the closed sessions of the NAB board, save for the network membership issue.

There were many revelations at the convention. The 4-to-1 vote in favor of network active membership, with representation on the board, should be proof sufficient that the rank and file of the industry does not feel that the NAB has been unduly "dominated" by the networks. Being an industry in a great democracy, broadcasters set up the NAB on a democratic basis. That is the way of majority rule. Whether or not one agrees with *all* of the actions of the trade association, we think that, in these times particularly, the disposition should be to play ball for the sake of the broader issue. Whenever the majority feels changes are desirable, the way is open to make them.

No industry ever had any bigger job ahead than radio. It has conducted itself with dignity and decorum because it is conscious of the magnitude of its task.

We are confident that the purely internal discord will be dispelled without disrupting the established order. The job is bigger than one man or group of men because radio is a combatant in this war of destiny.

---

cided. NBC maintains representation, however, through its managed and operated stations.

Similarly, MBS is not a member, having broken relations in St. Louis a year ago over the network monopoly issue and copyright.

Mr. Shepard, who espoused even more drastic action than Mr. Trammell apropos network membership, predicted further resignations from the NAB if the board's recommendations that networks be accorded active membership are adopted. He had strongly urged adoption of a series of amendments which would not only limit networks to associate membership, but would deprive them of directors-at-large. This would have meant that the only opportunity for network representation on the board would have been through district elections of executives of managed and operated stations.

New Board Members

Under the action taken by the membership at its closing session Wednesday, the executive committee of six is abolished. Networks, as a matter of right, can name one director each. They will pay dues on the same scale as stations, which will mean that CBS will pay $24,000 per year as a network. NBC would be called upon for a similar payment annually, and the BLUE about $9,000 per year.

The action was hailed as a victory for CBS and its veteran executive, Edward Klauber, who recently was elevated from executive vice-president to chairman of its executive committee. It served to provide the industry's answer to charges of purported "network domination" emanating from Mr. Fly and industry groups out of sympathy with NAB leadership.

Promptly following the vote on the amendments, Mr. Klauber announced his own retirement from the board and nominated Mr. Kesten as his successor.

There are seven new faces on the NAB board, only one of whom—Kesten— was named at the convention. The other six are district directors elected during the year. Three of the six district directors who retired with the convention were elected directors-at-large, however, and continued in office.

Close Director Elections

James D. Shouse, WLW, Cincinnati, a large station director-at-large last year, and John Elmer, WCBM, Baltimore, former NAB president and a veteran of a decade on the board who served as a director-at-large, were not returned in close elections.

Large station directors elected at the Wednesday meeting were Joseph O. Maland, WHO, Des Moines (reelected) and Edwin W. Craig, WSM, Nashville, who served the preceding year as a district director. Elected without opposition as medium station directors were Mr. Elias, (reelected) and Gene O'Fallon, KFEL, Denver, who served the preceding year as district director. Mr. O'Fallon succeeds Capt. George W. Norton Jr., president of WAVE, Louisville, now on active duty in the Air Force. Small station directors are James W. Woodruff Jr., WRBL, Columbus, Ga. (reelected) and Herb Hollister, KANS, Wichita, succeeding Mr. Elmer. Mr. Hollister had been a district director the preceding year.

District Directors

New district directors who took office imediately following the convention were Kolin Hager WGY, Schenectady; G. Richard Shafto, WIS, Columbia, S. C.; Hoyt Wooten, WREC, Memphis; William B. Way, KVOO, Tulsa; Ed Yocum, KGHL Billings, Mont.; and Calvin J. Smith, KFAC, Los Angeles.

Holdover or members reelected at district meetings are: Paul W. Morency, WTIC, Hartford; Isaac D. Levy, WCAU, Philadelphia; Frank King, WMBR, Jacksonville; J. H. Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; Edgar L. Bill, WMBD, Peoria; John J. Gillin Jr., WOW, Omaha; Earl H. Gammons, WCCO, Minneapolis; O. L. (Ted) Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacramento; and Harry R. Spence, KXRO, Aberdeen.

The Cleveland meeting saw the formal demise of Independent Radio Network Affiliates, formed in 1937 and a potent influence until about a year ago. There also came announcement of permanent organization of Network Affiliates Inc. Mr. Pulliam, NAI president, told the convention that the organization, contrary to reports, is not anti-NAB, that it wants above all else to preserve industry unity in wartime and that it will function in the best interests of network affiliated stations, save those in the clear channel group or owned or managed by the networks.

The convention registration did not eclipse the high-water mark of 1,019 reached last year. There were 968 recorded registrations. However, NAB officials observed that perhaps 100 broadcasters who came to Cleveland did not register and that the status of MBS, which held its own meetings in Cleveland Monday and Tuesday, kept a substantial number of broadcasters away from the Statler convention headquarters.

Membership Now 527

Of NAB's 525 active membership, 210 voted in the elections Wednesday. The active membership resignation, however, had not been tabulated. Two new members were elected by the board at its Thursday meeting—WALA, Mobile, and WFIN, Findlay, O., bringing the membership to 527.

The streamlining committee held several meetings during the convention and finally made its report to the full board Wednesday night, preparatory to the new board's Thursday meeting. Members of the commiteee have been Mr. Elias, chairman, and Messrs. Klauber, Elmer, Gillin, Lane and Morency. The effort to bring harmony into industry ranks through invitation of dissatisfied leaders to discuss the problems with the board was espoused largely by Messrs. Morency and Lane.

Two replacements on its streamlining committee were authorized by the board. These were to fill the vacancies created by the retirement from the board of Mr. Elmer and Mr. Klauber. Designated to replace these members were J. Harold Ryan, WSPD, Toledo, and Frank King, Jacksonville.

The committee reported to the

board that it had held several meetings and lengthy discussions of the 4th district resolution requesting a study of the activities of the NAB. "Our study impresses us that in the main the work and accomplishments of the NAB have been well-directed, constructive and of the greatest value to the membership," it said. The committee added:

"We are cognizant, however, that a number of the substantial members of the association have had criticisms to offer. We realize that it is difficult for them to present their views before a convention of more than 1,000; therefore the committee urgently recommends that the board of directors invite such members to the meeting of the board of directors to be held on Thursday, May 14, for a detailed review of association activities.

Constructive Meeting

"This committee sincerely feels that such a meeting, conducted with the real honesty of purpose which we know would obtain, would help immeasurably in clearing up the differences of opinion which must not exist if the industry is to do its full part in the war effort.

"We again urge our previous recommendation that a strong public relations man be added to the personnel of the organization to carry on the work left unattended by the lending of and ultimate release to the Army of Ed Kirby. To that end, we earnestly recommend that the board promptly appoint a committee to continue the effort to secure this important addition to the organization personnel."

The convention itself was hailed as the most constructive in NAB annals. Speaker after speaker lauded radio for the job it had done. All sessions were well-attended and breakfast sesions for small group consideration of individual problems resulted in actions in several cases almost as important as the general convention action itself.

New Code to Come

Plans for conservation and pooling of broadcast equipment, under Government supervision, proposed by the Domestic Broadcasting Committe of the Defense Communications Board, were covered.

The composite brain of leading station representatives was scanned by sales managers, who learned that while spot billings have been approximately 20% ahead for the first four months of this year as compared to last, this ratio of increase cannot be expected to continue. But they thought spot billings would hold up quite well during the balance of the year.

Broadcasters learned that a new wartime censorship code, amplifying that released last January, will be issued within a month by the Office of Censorship. They also received their instructions, during the convention, by remote control from Byron Price, on what to do in an air raid.

At its afternoon session, the new board, in addition to its action on the equipment pool, authorized the replacement of all department heads who may enter Government service in the war effort. Lynne Smeby, engineering director, has left to join the War Department in a civilian technical capacity and his post shortly will be filled. Other vacancies are regarded as imminent. This action represented a reversal of its previous recommendation that the Association's overhead be reduced and that war vacancies in no instance be filled.

At its pre-convention meeting Sunday night, the NAB board reaffirmed its action of last March supporting active membership of the major networks in the association. There were three recorded dissenting votes, the latter evidently espousing the amendments proposed by Chairman John Shepard 3d, of Broadcasters Victory Council, depriving networks of active membership and also of eligibility for election to directorships other than for the NAB geographical districts. This proposal would exclude designation of network officers or executives for directorships at large.

Board Reaffirms Stand on Networks

After considerable discussion, the board adopted the following resolution:

"Whereas there are six amendments suggested to the convention by the board, the board at its meeting Sunday, May 10, urges their adoption by the convention."

The board also adopted, upon recommendation of its sales managers committee, the new standard contract form governing spot broadcasting, urgently recommended by the American Assn. of Advertising Agencies. Adopted by the AAAA at its last meeting, the form, by virtue of the NAB board's action, now is recommended as standard for placement of all spot business [see text on page 32].

With the meeting room jammed to the doors, President Miller called the 20th annual convention to order, sounding the keynote of "Radio and the War" and clearing the decks for the symposium after dispensing with the reading of all annual staff reports.

In introducing Director of Censorship Price, Mr. Miller pointed out he was selected by President Roosevelt for this important and thankless task only a few days after Pearl Harbor. A World War I veteran, and a 30-year man with the Associated Press, where he was executive news editor, Mr. Price introduced voluntary rather than Government - imposed censorship codes largely as an experiment. Thus far, Mr. Miller said, it has worked admirably for radio because of Mr. Price's understanding, perseverance and cooperation. Preparatory to delivery of his address [see full text on page 13], Mr. Price said that one of the first persons he had heard from when he came to Washington for the censorship post was Mr. Miller. He paid tribute to him for his "cooperation and support", pointing out that the life of a censor is not just so much "sunshine and kind words".

Calls for Exercise Of Common Sense

Mr. Price told the nation's broadcasters that this was radio's first "major test". "Broadcasters, like the nation's editors, are called upon to prove their capacity for

(Continued on page 57)

WE TOOK THE OFFENSIVE

CYNOSURE OF CONVENTION EYES was the vast exhibit of entries in the station promotion competition, this year centered largely around station war activity. Here the jury of awards is shown considering the displays. Considering are (l to r): Frederic R. Gamble, managing director, AAAA; Paul B. West, president, ANA; Douglas Meservey, associate radio director of the Office of Facts & Figures.

Conventioneers Throng Exhibits Room As War Achievements Dominate Display

WITH COMPETITION open to every commercial station in the United States and with dozens of entries, the first annual NAB station promotion competition, conducted under the direction of M. F. (Chick) Allison, of WLW, Cincinnati, drew nearly every conventioneer to the vast exhibit and proved to be a pre-convention highlight.

Three William B. Lewis Awards, named for the former CBS program vice-president who is now associate director and radio chief of the Office of Facts & Figures in Washington, were made as follows in recognition of "the most effective education of the audience concerning war effort":

Superpower Class—WGY, Schenectady, with special mention to WOV, New York, for foreign-language programs, and to WLW, Cincinnati, for excellence of news service.

Regional Class—WAAB, Boston.

Local Class—WIBX, Utica, N. Y.

Support of War Effort

Two more William B. Lewis Awards for "most effective inspiration of the radio audience to continued support of the war effort" were made as follows:

Superpower Class—KMOX, St. Louis.

Regional Class—KGO, San Francisco.

There was no award in the local class. In this division the awards jury stated it wished to give special commendation to all stations for the outstanding cooperation given to bond sales, as reflected in the displays. The awards were framed scrolls.

Civilian Defense

Certificates of awards for "distinguished conduct of civilian defense activity" were granted as follows:

Superpower Class—WBBM, Chicago.

Regional Class—KMBC, Kansas City, with special mention to WEEI, Boston.

Local Class—WFPG, Atlantic City.

Certificates of award for "important contributions to progress in the art of broadcast advertising" were granted as follows:

Superpower Class—WCCO, Minneapolis, with special mention to WOR, New York, for pictorial excellence in publication advertising, and to WLW, Cincinnati, for its current trade paper campaign carrying the theme, "Why advertise in a total war?"

Regional Class—WEEI, Boston.

Local Class—No award.

The awards jury consisted of Douglas Meservey, Office of Facts & Figures, Washington; Frederic R. Gamble, managing director, American Assn. of Advertising Agencies; Paul B. West, president, Association of National Advertisers. The jury made special mention of the excellent manner in general in which broadcasters presented their entries, and Mr. West asserted that it was the best organized competition he had ever been called upon to judge.

War Dept. Series Performed for NAB

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What Government Asks of Broadcasters

Industry Urged to Take Lead in War Job

By ARCHIBALD MacLEISH

Director, Office of Facts & Figures*

I AM SPEAKING for the Government agency which coordinates Government radio requirements—the agency, in other words, which mediates between the Government and the radio industry in the touchy and ticklish business of Government requests for radio time. It is not, I think you will agree, a very comfortable place to stand.

It resembles nothing, in my experience, more than a permanent position in the middle of a swinging door. We get them coming and we get them going, and the harder they come the faster they swing.

Grateful for Aid

If we aren't dizzy yet, it is because Bill Lewis and Douglas Meservey who devised this revolving contraption have strong stomachs and limber necks, and also because you people in radio treated us with a consideration which would be hard to equal.

You have not only cooperated manfully and patriotically with your Government, but you have made it as easy as you could for those whom your Government employs, a rare quality, and we are grateful.

But, if our position in the swinging door is not exactly a spot you would pick for a quiet weekend, at least it is a superb point of observation. We see a lot, and we see it at close quarters, and we necessarily get to thinking about the things we see.

What I want to talk about very briefly today is one of the things we think we have seen. I can sum it up by saying that in our opinion, for whatever our opinion is worth, the Government of the United States and the American radio industry still need to sit down together and talk things through—not to the point of mutual agreement, for the mutual agreement obviously exists, but to the point of an understanding of the basic principles underlying that agreement.

Who Carries the Ball?

It is our opinion, in other words, that the Government and the industry came to an understanding about the wartime situation a little too quickly, and reached that understanding a little too easily, and do not, in consequence, altogether understand some of the bases of their mutual agreement.

Government and the industry agree, that is to say, that the Government in wartime has certain things to say to the people. We agree that radio is an excellent way of getting those things said. We conclude therefore that radio will cooperate with the Government and do what needs to be done, and we proceed to work out the details of the cooperation—to work them out, thanks to you and thanks to the people who have come from your ranks into the Government's service—with very great technical skill and in a most helpful manner.

But the precise nature of the cooperation we do not examine, with the result that we are presented at the very outset with certain questions which no time allocation plan can possibly solve, basic questions, human questions, questions of responsibility.

Who is really carrying the ball? Is it up to Government to call signals or is the Government merely the lessee of the ballpark? Who is supposed to blow the whistle? Who is supposed to think up the new plays? Who is on the field, and who is not?

To be specific: What do we mean when we agree that we are going to cooperate, to carry to the country the information it must have if the citizens of this democracy are to exercise the rights and perform the duties of the citizens of the citizens of a democracy? Does cooperation mean men and brains and experience and imagination? Or does it mean facilities? Are you giving the Government hours on the air or hours of your lives? Is the Government giving you a basket to carry or a job to do?

We haven't talked much about that question and its a question we have to talk about. Even though we may believe we know the answers, we still must talk about the question, because we must agree explicitly and precisely as to what the answers are. If we don't, some of you will object, and object properly, that we in Government are expecting things we haven't asked for, and we in Government will complain that some of you are waiting for directions we have no intention of attempting to give.

A Job for Radio

What I would like to do, therefore, is to tell you as briefly as I can what I personally think we mean when we talk about cooperation between Government and radio. I don't think anything I say will be new to any of you, but I believe, notwithstanding, that what I have to say needs to be said, if only to get the whole problem into the open at the beginning and let you shoot at it and at me.

To begin with, I think that when we talk about cooperation, we mean cooperation not in terms of facilities, but in terms of men. We do not mean that the industry is going to make certain facilities available to the Government to enable the Government to ge the job done.

Spine-Tinglers

A TOUCH of drama was injected into the Monday and Tuesday NAB luncheon sessions, just before Archibald MacLeish and Canada's Minister of Labor Humphrey Mitchell spoke. During the Monday luncheon lights were dimmed, a spotlight was focused on a fluttering American flag, the national anthem was sung, and massive photographs of President Roosevelt and General MacArthur were unveiled. On Tuesday the ceremony was repeated, with the unveiling of pictures of King George and Prime Minister Winston Churchill. Conception of WGAR's Gene Carr and NAB's E. B. Arney, it was a bit of spine-tingling showmanship that was both impressive and apropos.

We mean that radio is going to do the job itself, that radio is going to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all the force and verve and vitality of a young and dynamic industry.

We mean this because there is nothing else we can possibly mean. If it were simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities, its own hours, and you as citizens of the Republic would be the first to advise us to do just that.

Our decision to try it the other way around therefore involves necessarily the assumption that the industry can give the Government and will give the Government something more than time, something more than facilities; that the industry, briefly, will give the Government what the Government cannot otherwise secure, or can secure only with long delays and at tremendous expense.

ARCHIBALD MacLEISH

And what is it that the industry can give? Established audiences? Yes, established audiences, but the Government of the United States does not need to bid for audiences, and it is not only loyal audiences that radio industry can supply.

What the industry can really give, that Government cannot readily and immediately supply, is the brains and the hearts and the energy of the men who run it. The men it has brought together and trained and taught over more than 20 years of its hard-working history.

Emotional Side

That is one reason for defining our cooperation in human rather than mechanical terms. But there are others. There are reasons which spring not from the logic of the situation, but from its emotions, from your emotions.

Of all people on earth, you who have devoted your lives to radio would be least satisfied with an arrangement which gave you and your industry a mere mechanical job to do in the fighting of this war.

Of all groups I can recall to mind, yours is the most immediately, the most inevitably involved in the emotions of this struggle.

News of the fighting punctuates the lives of your studios; reactions of the war flood in through your telephone switchboards; suffering in the war, hope in the war, determination in the war, color the programs which go out over your transmitters. You are never, for one moment, free of the presence of the war, and you could no more conceive of yourselves as mere mechanical contrivances to be employed by your Government than you could conceive of yourselves as living in the world before radio was invented.

Duty to the People

There is no need to labor the point. If you disagree with my analysis of your attitudes and emotions you will tell me so, but if I am right, then certain consequences inevitably follow. Specifically, a responsibility is established and accepted. More specifically still, an affirmative responsibility is accepted by the radio industry for the effective communication to the people of this country, by every means of which radio is master, of the information the people must have.

I do not wish to be misunderstood. The basic responsibility in

(Continued on page 24)

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* Full text of address delivered before May 11 luncheon session of NAB convention.

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To begin with, I think that when we talk about cooperation, we mean cooperation not in terms of facilities, but in terms of men. We do not mean that the industry is going to make certain facilities available to the Government to enable the Government to ge the job done.

Spine-Tinglers

A TOUCH of drama was injected into the Monday and Tuesday NAB luncheon sessions, just before Archibald MacLeish and Canada's Minister of Labor Humphrey Mitchell spoke. During the Monday luncheon lights were dimmed, a spotlight was focused on a fluttering American flag, the national anthem was sung, and massive photographs of President Roosevelt and General MacArthur were unveiled. On Tuesday the ceremony was repeated, with the unveiling of pictures of King George and Prime Minister Winston Churchill. Conception of WGAR's Gene Carr and NAB's E. B. Arney, it was a bit of spine-tingling showmanship that was both impressive and apropos.

We mean that radio is going to do the job itself, that radio is going to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all the force and verve and vitality of a young and dynamic industry.

We mean this because there is nothing else we can possibly mean. If it were simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities, its own hours, and you as citizens of the Republic would be the first to advise us to do just that.

Our decision to try it the other way around therefore involves necessarily the assumption that the industry can give the Government and will give the Government something more than time, something more than facilities; that the industry, briefly, will give the Government what the Government cannot otherwise secure, or can secure only with long delays and at tremendous expense.

ARCHIBALD MacLEISH

And what is it that the industry can give? Established audiences? Yes, established audiences, but the Government of the United States does not need to bid for audiences, and it is not only loyal audiences that radio industry can supply.

What the industry can really give, that Government cannot readily and immediately supply, is the brains and the hearts and the energy of the men who run it. The men it has brought together and trained and taught over more than 20 years of its hard-working history.

Emotional Side

That is one reason for defining our cooperation in human rather than mechanical terms. But there are others. There are reasons which spring not from the logic of the situation, but from its emotions, from your emotions.

Of all people on earth, you who have devoted your lives to radio would be least satisfied with an arrangement which gave you and your industry a mere mechanical job to do in the fighting of this war.

Of all groups I can recall to mind, yours is the most immediately, the most inevitably involved in the emotions of this struggle.

News of the fighting punctuates the lives of your studios; reactions of the war flood in through your telephone switchboards; suffering in the war, hope in the war, determination in the war, color the programs which go out over your transmitters. You are never, for one moment, free of the presence of the war, and you could no more conceive of yourselves as mere mechanical contrivances to be employed by your Government than you could conceive of yourselves as living in the world before radio was invented.

Duty to the People

There is no need to labor the point. If you disagree with my analysis of your attitudes and emotions you will tell me so, but if I am right, then certain consequences inevitably follow. Specifically, a responsibility is established and accepted. More specifically still, an affirmative responsibility is accepted by the radio industry for the effective communication to the people of this country, by every means of which radio is master, of the information the people must have.

I do not wish to be misunderstood. The basic responsibility in

(Continued on page 36)

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*Full text of address delivered before May 11 luncheon session of NAB convention.

INFORMATIONAL CLINIC, opening with address by Director of Censorship Byron Price, found the following at head table, all of them speakers except the last-named (l to r): Neville Miller, presiding; Brig. Gen. Robert A. Denig, U. S. Marine Corps chief of public relations; Col. R. Ernest Dupuy, Army assistant chief of public relations; Capt. E. P. Lovette, Navy assistant director of public relations; J. Harold Ryan, Assistant Director of Censorship for radio; Earl J. Glade, KSL, Salt Lake City, chairman of NAB Code Committee; Vernon H. Pribble, chairman of the Cleveland convention committee. Photograph of the men at the other end of rostrum is on opposite page.

Revision of Censorship Code Will Not Be More Restrictive

Ryan Tells Convention Group Provisions Are Being Amplified on Basis of Experience Thus Far

A NEW WARTIME radio censorship code, amplifying the release of last January and based on experience since then, will be issued within a month by the Office of Censorship.

This was disclosed by J. Harold Ryan, assistant director of censorship in charge of radio, last Tuesday at the NAB convention in Cleveland during a breakfast round-table on the whole subject of censorship, presided over by Mr. Ryan and participated in by Capt. L. P. Lovette, assistant public relations director of the Navy; Lt. Col. Edward M. Kirby, chief of the Army Radio Branch; and Maj. Gen. F. C. Beaumont-Nesbitt, of the British Army staff.

Not 'More Restrictive'

Answering questions of broadcasters and stations' news editors at the session, Mr. Ryan said that the matter of issuance of a new code had been under discussion for some time. He emphasized, however, that the revised document would not be "more restrictive" but would simply amplify and explain provisions over which questions have been raised and spell out in more concrete fashion procedures suggested to stations in continuing their voluntary censorship. He echoed comments of his chief, Byron Price, in the keynote address before the convention, that broadcasters have cooperated admirably.

Because the existing code, promulgated on Jan. 16, as a "statement of policy" has worked so well, he said it was generally felt there was no need to make it more restrictive.

The war production clause of the code, for example, has brought complaints because it is too restrictive. He said this will be clarified and he thought that interpretations of other portions of the code will be helpfully amplified.

Behavior of stations during air raids was the subject of a "closed circuit" statement to all networks and stations last Wednesday by Mr. Price. Because of the imminence of "token air raids" and because of lessons learned since the war began, it was decided to give stations overall views of the Censorship Office as to their performance during raids or in reporting raids on home soil. Because of the confidential policy nature of these instructions, they have not been released for publication.

Numerous questions were asked at the breakfast round table regarding behavior of stations during air raids. Conflicting instructions received in the past in connection with blackouts gave rise to these questions, with the Interceptor Commands in certain instances ordering stations off the air, while the civilian defense authorities have asked that they remain on to instruct the public. It was pointed out that final instructions are issued by the Interceptor Command after consultation with other authorities.

Censors at Stations?

Asked whether there was any plan to place censors in broadcast stations Mr. Ryan said that there was no immediate prospect of this "unless the voluntary system doesn't work". That, he declared, is "the big stick in the closet", but he again lauded radio for its fine work. He pointed out that censors are located in the international shortwave stations.

More frequent issuance of "directives" by the Censorship Office, to supply background and at the same time to instruct news editors on the more confidential developments, was advocated by several broadcasters. Press association stories, slugged "not for broadcast" but released in the press, also were discussed, and stations which have caused some infractions of the code were analyzed.

Mr. Ryan said that Gene Carr, assistant manager of WGAR, who has joined his office, will occupy the "radio desk" in the Office of Censorship for appraisal of stories earmarked for broadcast. He will be in a position to speed up clearance of such doubtful stories, Mr. Ryan said.

West Coast Problem

The West Coast problem of news clearance was raised by Arthur Westlund, KRE, Berkeley. Advocating a branch office on the Coast, he said that much time now is lost by checking with corps area or naval district officers, who in turn must get clearance through Washington. Mr. Ryan said the whole question of establishing a branch office on the coast is under consideration, but that one of the dangers stems from possible conflicting interpretations. No two men will judge the same item alike, he said.

Radio's Own Censor

J. HAROLD RYAN

Capt. Lovette said that the Navy is designating men in each district for news clearance.

In the handling of directives to stations, Col. Kirby pointed out that difficulties are encountered. Obviously, such directives are of a quasi-confidential nature since they are for the information of news editors. Because they go out over press association wires, they are seen generally. For example, he pointed out that one large New York newspaper has a printer on display in its lobby, with the full report bared to the public.

'Scoop' Is Secondary

Harold Safford, WLS, Chicago, observed that one thing all news editors must remember is that the "scoop" is secondary and that it is better to check whenever in doubt. He advised "when in doubt, don't". Col. Kirby quoted Maj. Gen. A. D. Surles, chief of the Army Public Relations Branch, on the war news problem. He said "we must have a well-informed public and an uninformed enemy".

I. R. Lounsberry, WGR-WKBW, Buffalo, raised the question of air raid instructions. He called it a real problem because of the apparent conflict between Interceptor Commands and civilian defense authorities.

Marines Accept Marches

THREE NEW MARCHES released by the Associated Music Publishers, New York, commemorating the heroes of Wake Island, have been selected as official tunes by the U. S. Marine Corps. The marches are titled by the Marine Corps: "The Devil-Dog Marines", "Leathernecks on Parade", and "March on! Marines." Recordings have been distributed nationally to some 150 stations through Associated Recorded Program Service, radio division of AMP.

Radio's Role in the Defense of Freedom

Censor Has Praise, But Warns of Dangers

By BYRON PRICE
Director of Censorship *

FOR A century-and-a-half the American press has been a militant and successful guardian of our constitutional freedom of speech. This defense has not been accomplished without sacrifice. Our history books record the stubborn determination of editors and publishers to maintain free speech, often at the expense of their own security, even at the expense of their lives.

Now, in this critical hour of our history, the American press has a new partner—radio, going into world battle for the first time. It is radio's first major test. The nation's broadcasters, like the nation's editors, are called upon to prove their capacity for defending freedom by appraising it properly and observing clearly its legitimate boundaries.

Radio Can Take It

The experience involves sacrifices; but you are a young and virile industry, and you have shown that you can take it. Day in and day out, your cooperation with the Office of Censorship has given us many reasons for encouragement; and as the war goes on I know you will perform more and more effectively your allotted share of the common effort.

It is a very large share indeed. Some of us go back far enough to remember our first contact with radio through the medium of headphones and a cystal set. In those dim days, by patience and determination and a little imagination, we could sort out of the spitting and crackling a foggy barber shop quartet, or perhaps a piano solo. From such a beginning broadcasting has become the greatest form of mass communication known to man. Its responsibilities have increased accordingly.

To those who are trying to keep information from the enemy, the magnitude of radio as a facility of communication is appalling. Its scope can be measured only in terms of oceans and continents. We cannot forget that our stations number among their listeners the trained agents of our enemies. They sit attentively at loudspeakers both inside and outside the United States. Within a matter of hours, statements broadcast by American stations come rolling back, with characteristic distortion, over the shortwave facilities of the Axis propagandists.

These facts are not new. They are known to all of us. But they are repeated here because none of us can afford to forget for one moment the dangerous power of the instrumentality known as radio. They explain why the Office of Censorship is requesting constantly and repetitiously that the interview type program be rigidly supervised against last-minute insertions and thoughtless questions, and that every item of broadcast news be weighed with care before it is put into the lap of the enemy. They explain why we ask stations to process news before they broadcast it, and to recognize that responsibility for disclosing dangerous information cannot be passed on to the man on a news service desk, perhaps hundreds of miles away.

Heavy Responsibility

A great responsibility rests also upon commentators and news analysts, and that responsibility also extends—as in the case of news dispatches—to you who make available to commentators vast audiences here and abroad. There is no circumstance growing out of the war which cannot be so interpreted and appraised that its true significance is lost. Honest, constructive analysis of the war effort is one thing, but speculation and prediction which makes itself the vehicle for smuggling of dangerous information is another thing entirely. If you operate a station, I think it is only reasonable that you should bear the responsibility for the use to which that property is put. It will be our purpose in the Office of Censorship to deal with responsible management, not with individuals.

In fact, it is not too much to say that the success or failure of voluntary cooperation in broadcasting will depend upon the degree of control which patriotic broadcasters exercise over the operation of their stations. There will be errors of judgment, of course; such confusions are inevitable under any voluntary system. What we should be more deeply concerned about, however, is the error which results, not from faulty judgment, but from thoughtlessness or carelessness. We have now been at war for five months. Surely no broadcaster can any longer plead unpreparedness.

By the very nature of radio you are in the front line of combat, literally as well as figuratively. You are in actual contact with the enemy, whose submarines are listening near our shores. If you have careless employes, or employes who find clever means of evading the Broadcasters' Code, then your own investment is being used against you. It is like cheating at solitaire. National security is not an abstract term, used to signify something intangible and remote. National security means your security, and the national interest is your own interest.

Now you will begin to suspect that Censorship sees only the potential evil in radio. Far from it. This is not a cry of calamity, but rather a call for vigilance—vigilance as deliberate and studied and determined as that of American sailors scanning the waters for the periscope of a submarine. That is the price of victory.

Some of Each

If radio has a tremendous potentiality on the side of evil, it has an equal potentiality on the side of good. The affirmative aspects of your war contribution—and it has been a very great contribution—may not be the direct rsponsibility of censorship, but nevertheless censorship has a strong interest even in that. For one thing, the more militantly you take up the torch, the sooner the war will be over, and the job of censorship ended.

Of more immediate import, however, is your ability to both entertain and inform the American people. It would be a tragedy for all of us if, under the pressure of war requirements, radio resigned that facility for public entertainment which gave it birth. It would be a still greater tragedy if, in an overzealousness of self-censorship, radio ceased to be an effective instrument of public information.

BYRON PRICE, Director of Censorship, delivers momentous address at opening of 20th annual NAB convention as Maj. Gen. F. G. Beaumont-Nesbitt, of the British Army Staff (who once held a similar position with the British armed forces) and NAB President Neville Miller listen with rapt attention.

The American people must be given comprehensive news about the war. Not only are they entitled to this news in their own right, but if it were denied them, they would not be so likely to give the war their full support. From the standpoint of censorship it must be recognized that if the curtain were drawn too tightly, in the name of national security, all efforts to maintain voluntary cooperation by press or radio would be put to serious hazard. If the press and radio themselves carried their voluntary enterprise to the point of strangulation, the public would intervene.

Then it all becomes a question of where the line is to be drawn. On the one hand there are agencies of the Government which, because of the particular responsibilities assigned to them, are naturally skeptical of every disclosure. On the other hand are the press, the radio and the public, anxious for a maximum of news.

Each of these groups is eager to help the other; in fact the consoling and encouraging element is that no one worthy of the name of American, be he broadcaster, reporter, Navy officer, buck private, or plain citizen, wants to endanger a single life by disclosing something which should be kept secret.

Rule of Reason

You can only resolve such situations by the rule of reason. Narrow thinking, on either side, can lead only to ridiculous results and national harm. The fact is, for instance, that knowledge of almost everything which happens in the United States might conceivably be of some value to the enemy. Anyone who desires to do so can find justification to withhold almost any piece of news whatever. It could even be argued with force that the broadcasting of time signals might give information to the enemy. All his clocks and watches might have stopped!

Such a conclusion would go very far afield. Yet in other instances it can be shown convincingly that real danger arises from disclosures which on their face appear perfectly harmless. For example, there is the subject of casualties.

Those who have expert knowledge tell us that casualties among officers in a naval engagement provide an excellent index, not only to information as to which ships were engaged and damaged, but in what part of these ships the damage occurred, and how serious it was. The battle stations of officers aboard

(Continued on page 53)

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* Full text of address before the May 11 session of the NAB convention.

Foreign Language Stations Approve Self-Control Plan

Washington Office Planned To Aid War Cooperation

FORMATION of an industry group to impose further self restriction on foreign language broadcasting was voted last Tuesday at the NAB Cleveland convention by operators of stations carrying such programs at day-long sessions of the group.

Earlier in the morning the broadcasters had attended a breakfast discussion conducted by Lee Falk, of the Office of Facts & Figures, who explained the Government's position and problems in connection with foreign language broadcasting.

Code Is Adopted

Broadcasters compared notes on how enemy interests were attempting to capitalize on foreign tongue programs, the foreign language broadcasters demanding that they, themselves, monitor their activities more carefully. To this end a temporary committee was named to set up an organization of self-regulation with Arthur Simon, WPEN, Philadelphia, as permanent chairman.

The organization committee consisted of Joseph Lang, WHOM, Jersey City; Harry Henshel, WOV, New York; James Hopkins, WJBK, Detroit; Merwyn Dobyns, KGER, Long Beach; John Reilly, KOY, Phoenix; William Welch, WSAR, Fall River; Griffith Thompson, WBYN, Brooklyn; Arnold B. Hartley, WGES, Chicago; Dave Baylor, WGAR, Cleveland. Within five minutes after its appointment the committee went into a three-minute huddle to draw up plans.

These plans were immediately accepted by the assembly upon recovening later in the afternoon. Headquarters are to be established soon in Washington, and the committee already is drawing up a code to impose on the 200-odd stations carrying foreign language programs. While the committee has no Government connection and will be purely an industry group, it will work with all Government agencies concerned with the war effort.

Plans under the code were announced at follows:

"All personnel employed or used in the production and presentation of foreign language programs shall be cleared through the committee. All personnel will have to fill out a questionnaire and be fingerprinted. All questionnaires returned from the stations will be cleared through Government sources.

"All stations will adhere to the wartime code practices and will maintain extra added precautions in addition to the already stringent monitoring service now employed.

"The committee demands that official action be taken against any rectors for expenses incurred in station operators violating this code.

"The committee resolved that all foreign language stations will continue to contribute to the war effort by increasing the use of pro-democratic programs and the further supplying of information to the various foreign language groups of America in their own language."

On the Continental United States there are about 200 stations broadcasting foreign-language programs in 29 different languages approximating 1,700 hours per week on the air. Nearly 5,000 announcers, musicians and other talent are involved in the preparation and the broadcasting of these programs.

PHILADELPHIA STORIES were poured into the ears of Larry Lowman (center), CBS operations vice-president, by Isaac D. Levy (left), WCAU, Philadelphia, and Benedict Gimbel Jr., WIP, Philadelphia.

CBS Income Rises for First Quarter But Net Drops Due to Heavy Expenses

CBS had a gross income during the first 13 weeks of 1942 of $11,449,645, an increase of 10.3% in comparison to the gross of $10,380,336 for the same period of 1941, according to a consolidated income statement released by Frank K. White, CBS treasurer, following the network's annual meeting of stockholders last Wednesday.

Expenses also increased by more than a million dollars during the quarter, however, so the net profit before provision for Federal taxes was $2,061,062, down 12.2% from last year's $2,346,848. After taxes, net for the first quarter of 1942 was $1,155,062, a loss of 8.8% when compared to the net of $1,261,248 for the like period of 1941. Earnings per share this year are $.67, compared with last year's $.73.

Board Re-elected

The network's complete board of seven directors representing Class A stock and seven representing Class B stock was re-elected. Lybrand, Ross Bros. & Montgomery were appointed as auditors, replacing Price, Waterhouse & Co.

Stockholders voted to amend the company's by-laws to provide for indemnification of officers and directors for expenses incurred in legal actions in which they are involved because of their positions with CBS.

William S. Paley, president of CBS, who presided at the meeting, reviewed briefly the network's relations with the FCC during the past year, from the Commission's issuance of its network regulatory orders on May 2, 1941, through the ensuing negotiations and eventual legal action which has thus far prevented the FCC from putting the rules into effect.

A total of 279 CBS employes are now engaged in war duties, Mr. Paley reported, 243 in the armed services and 46 serving with other Government agencies. The technical departments have been hardest hit, he said, but through an arrangement with the union replacements have been secured, including some women technicians.

Future of FM, Video

Queried about the development of FM broadcasting and its probable eventual effect on the CBS operations, Mr. Paley said that while it is difficult to foresee what will happen, he is confident that CBS will survive and will maintain as strong a position in FM—and in television when that develops—as it now has in longwave broadcasting.

Paul W. Kesten, vice-president and general manager, added that the development of FM may prove to be an advantage rather than the reverse, as by opening up additional channels for use by broadcasters it will upset the FCC's argument of monopoly of facilities by CBS and NBC.

Meeting after the stockholders' session had adjourned, the CBS board declared a cash dividend of 30c per share on present Class A and Class B stock of $2.50 par value, payable June 5 to stockholders of record May 22.

Summer Declines Due to Time Shift

Hooper Finds May Listening This Year Close to April

DAYLIGHT war saving time and listener confusion that resulted have caused substantial drops in summer listening, according to conclusions drawn by C. E. Hooper Inc., New York, on the basis of its May 1942 listening data.

For the first time in the eight years during which Hooper reports (Continuous Compartive Index to Radio Use) have been compiled the May figures do not record a substantial drop. This year the May index was 28.3, practically unchanged from April when it was 28.8. By contrast, May 1941 (25.5) showed a drop of 7.3 from the preceding April (32.8).

Marked Increase

The net result is a 2.8 increase in the Radio Use Index this year over last—an up in actual listening audience of over 11% compared with one year ago.

In the list of "First Fifteen" for the May 15 Report, *Bob Hope*, with a rating of 32.9, is out in front for the first time since June, 1941. *Fibber McGee's* 30.9 puts him second. *Jack Benny* moves up to third place with 26.5.

All these Hooper Ratings and "Sets-in-Use" percentages are based on the method which counts the audience *during* the broadcast (coincidental). The next scheduled Evening Report will be dated May 30.

The following is a list of the "First Fifteen" evening program with their Mid-May Ratings:

Bob Hope	32.9
Fibber McGee	30.9
Jack Benny	26.5
Aldrich Family	25.8
Charlie McCarthy	24.8
Radio Theater	23.3
Coffee Time	23.1
Walter Winchell	22.0
Mr. District Attorney	21.1
Time to Smile	20.0
Kay Kyser	19.0
Bing Crosby	18.3
Rudy Vallee	17.0
Fred Allen	16.5
Bandwagon	16.2

Red Skelton still leads the list of programs measured by partial rather than full "national" interviewing coverage, with a mid-May rating of 28.3.

No Power Action

ALTHOUGH there was some concern expressed in broadcasting circles following the War Production Board Power Order last week [BROADCASTING, May 11] no positive action has resulted. The Defense Communications Board has taken the matter under advisement and several conferences have been held in connection with this proposed restriction on use of power in shortage emergencies. Official spokesmen have emphasized, however, that the measure is intended only for use in an emergency and that the WPB would consult the DCB before taking any action. DCB conferences on the mater will continue.

Radio and Retailers Air Their Troubles

Sales Managers Get Lively Jibes From Stores But Return Them in Kind

RADIO as an advertising medium took a lambasting from department stores, and sales executives answered in kind, at a hot and heavy all-afternoon seminar put on by the NAB Sales Managers Committee, in collaboration with the National Retail Dry Goods Assn., last Monday afternoon at the NAB convention in Cleveland.

After the 2½-hour session, it was generally agreed that the meeting was the healthiest business session in NAB annals. No punches were pulled as representatives of department stores chided radio for its inability to sell an integrated radio merchandising plan, while radio spokesmen in turn cracked at retail promotion men for doing it the easy way and following the hidebound tradition of using newspaper space.

Some 600 conventioneers attended the session, including advertising agency people and representatives of department stores in the Midwest. The fireworks started almost with the convening of the session by Gene Carr, assistant manager of WGAR, Cleveland, and chairman of the Sales Managers Committee, who next week joins the Office of Censorship in Washington as an assistant to J. Harold Ryan, radio censor.

Wheeling Example

The panel was launched by Richard G. Meybohm, sales manager of NRDGA. Then, in succession, James W. Petty Jr., publicity director of H. & S. Pogue Co., Cincinnati; Edgar L. Rice, sales promotion manager of A. Polsky Co., Akron; and Barclay W. Newell, sales manager of William Taylor Sons & Co., Cleveland, let loose on radio. There followed a hot and heavy question-answer session.

Principal performers from the floor, in the order of their shooting, were Wess Shannon, WSPD, Toledo, who for 20 years was in the retail business and for the last nine years has been in radio; George W. Smith, WWVA, Wheeling, who disagreed with the contention that local talent can't compete with networks, as witness his own Wheeling Steel program; Red Cross, WMAZ, Macon, who didn't like the stance of the department store spokesmen at all and viewed the whole thing as hopeless; Bill Gillespie, KTUL and KOMA, Tulsa and Oklahoma, whose admonition that he held out and sold department stores in his town to the tune of $75,000 a year, won the plaudits of the department store men themselves; Walter Neff, partner of Neff-Rogow Inc. and former commercial manager of WOR, who recommended that department store people should listen with an attentive ear, but only after the radio people conduct sufficient research to know what they have to sell.

Best Friends, Severest Critics

Mr. Carr, in opening the panel, explained that use of radio by department stores constitutes one of the most difficult problems of radio and pointed out that it was one of the first jobs undertaken by Frank Pellegrin, NAB director of broadcast advertising, in the quest for new sources of revenue for radio. He called the listed speakers the "best friends but most severe critics of radio".

Mr. Meybohm set the pace when he pointed out that the retailer is anxious to know how radio can help him in his business but that he doesn't know about radio. The reverse is true, he declared, with the radio salesmen evidencing little knowledge of the department store operations. He urged that if "this powerful medium" is going to be used by department stores, the two groups had better get together.

Mr. Meybohm believed that, in collaboration with the NAB, questionnaires had been sent to about 1,200 retailers asking whether they used radio and how they used it. While there hasn't been time enough to analyze the entire group, he said there were a few facts that "stand out like a sore thumb", based on returns from some 250 of the stores. And they aren't a particular credit to radio.

Of the total, about 40% said they had tried radio and given up. Most of the remaining 60% were classified as "very doubtful" about the medium and only a few were willing to say it had been a real success.

Uncertain of Audience

The most disconcerting aspect, from the radio standpoint, was that of the average retailer's dollar; 80 cents goes into newspapers, 10 cents to radio and 10 cents for direct mail. There must be some reason for radio having so many "dissatisfied customers," the NRDGA official asserted. The effort is to try to find the cause and do something about it. He said he thought it boiled down to the fact that radio has tried to sell time and not an integrated overall effort. Newspapers sell established readership, while radio has not demonstrated that it can guarantee the type of audience required by department stores in the various strata, ranging from the low-grade bargain counter operations to the very highest grade high-price outlets.

"The real way to sell retail stores for keeps is to show them how to get audience to fit their individual needs," said Mr. Meybohm. Because a proper sales technique has not been developed, Mr. Meybohm declared that the station usually is licked before it starts. The station "contact man" does not enjoy the confidence of the stores in most cases, he said.

Turning to "the bright side," Mr. Meybohm said that a few stores responding to the survey praised radio. They have "either stumbled across the right formula" or have gotten the right slant, he declared. He added there is enough evidence to assume that radio can sell the right merchandise.

As the first panel speaker, Mr. Petty said the Pogue stores had dropped the use of radio and that as a result most of the Cincinnati radio people just nod when he passes, or some may even smile. It all boils down to the question whether radio can sell profitably for the department store. In the case of the manufacturer of a single line, he has only one product to sell, with a multiplicity of outlets ranging from the corner drugstore to the department store. The department store, however, he declared, has thousands of articles and therefore has a problem not comparable to the manufacturer.

Favors Newspaper

Favoring newspapers as opposed to radio all down the line, Mr. Petty said that space and production costs are overwhelmingly in favor of the national advertiser. He estimated that the department store spends from 10% to 20% of its budget for newspaper copy production, including type, cuts and copy. In radio, if the time costs $100, an expenditure of $10 or $20 for talent is ridiculous. He argued that a local program could not

(Continued on page 50)

SALES MANAGERS PANEL on department store advertising. Left to right: Frank Pellegrin, director, NAB bureau of advertising; Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron; Richard G. Meybohm, manager, sales promotion division, NRDGA; Eugene Carr, WGAR, Cleveland; James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati, Barclay W. Newell, sales manager, Wm. Taylor Sons & Co.

XUM

Union Technicians Eye Chicago Discs

IBEW Indicates AFL Board May Make Final Ruling

FIRST ROUND in a move by union engineers to supplant union musicians playing records in Chicago radio stations is in progress since the May 9 action of control operators at WAIT, Chicago, in moving turntables from studios into the control room of the station.

Describing the action as a test case for settlement by the executive board, now meeting in Washington, Arthur J. Maus, president of Local 1220 of the International Brotherhood of Electric Workers, pointed out that the move at WAIT was in conformity with an arrangement with Local 1220.

May Go Over to July

While settlement of the dispute is hoped for during the current board meeting, Mr. Maus said a decision may not be reached until the July meeting of the board, which follows the national convention in Dallas of the American Federation of Musicians. The Chicago AFM is headed by the national president, James C. Petrillo.

Four staff musicians of WAIT continued as usual on the station last week during the absence of Gene T. Dyer, president of WAIT, attending the NAB convention, while five control operators merely supplanted them in operation of recordings.

According to New York AFM headquarters the fight is purely a local matter and the national office is taking no part in it. According to AFM officials the AFM rules in an edict signed by William Green, AFL president, that AFM has jurisdiction over the operation of turntables while IBEW has jurisdiction over that installation, repair and maintenance.

However, IBEW sources said that the Green edict allowed for turntable operations by that union's members.

Radio Heroism Stories Feature of CBS Series

STORIES of courage and endurance of war corespondents, reenacted on last week's broadcast of *They Live Forever*, on CBS, included dramatizations of CBS correspondent Cecil Brown's rescue from the South China seas, following the sinking of *HMS Repulse*, and the escape of Leigh White, CBS correspondent who was machine-gunned by Nazi planes in the Balkans.

The program dramatized the death in line of duty of Melville H. Jacoby, correspondent of NBC and of *Time* and *Life* magazines, and presented re-enactments of the tragic ends met by Ralph Barnes, *Herald-Tribune* reporter killed in Yugoslavia, and Mrs. Lea Burdett, *PM* correspondent, killed by a band of Kurds in Persia.

From Esquire

"They say their names are all Philip Morris and they want to know who's calling them."

Press-Radio, Clear Channel Witnesses Next to Appear at House Radio Probe

SPOKESMEN of the Clear Channel Broadcasting Service representing independently-owned Class 1-A stations, are expected to follow witnesses of the Newspaper-Radio Committee before the House Interstate & Foreign Commerce Committee when hearings on the Sanders Bill (HR-5497) resume Tuesday, May 19.

It is expected that testimony of the Clear Channel operators will add to the measurably improved chances for enactment of new legislation by Congress to limit functions of the FCC and its predecessor and to eliminate all doubts as to its powers as advocated by the Sanders Bill and included in the weighty suggestions of the heavy roster of industry witnesses who have already appeared before the committee.

Witness Slated

It was reported by the Committee that a schedule of witnesses will be on a day-to-day basis and no definite word could be given on who would appear for the newspaper or clear channel group. However, for the newspaper committee it is expected that testimony will be advanced by Harold V. Hough, chairman; Judge Thomas D. Thacher, chief counsel; Sidney Kaye, associate counsel, and probably several representative newspaper-station owners.

The tentative witness lineup, following the newspaper and clear channel groups, is:

Rear Admiral S. C. Hooper, communications expert of the Navy and pioneer figure in the development of communications regulation, at the Committee's request to comment on wartime functioning of the FCC in relation to military requirements.

Louis Caldwell, general counsel of MBS, who is expected to support the FCC position in favor of the network monopoly regulations and to oppose certain of the proposals in the Sanders Bill and in the Federal Communications Bar Assn. presentation.

BMI and 'Bambi'

WORLD premiere of Walt Disney's latest musical extravaganza, "Bambi", was shown last Tuesday night in Cleveland for attending conventioneers. The showing of the full-length cartoon was arranged by BMI, whose music is featured in the film. Consensus of the broadcasters who packed the local Hanna Theatre on the occasion was that Disney's tale of a little deer attained new heights in musical scoring and color cartooning.

Fly to Appear

FCC Chairman James Lawrence Fly, who has opposed new legislation, is then expected to appear followed by Commissioner T. A. M. Craven, who has been in the minority on virtually all policy determinations of the FCC during Chairman Fly's term.

If necessary the Committee will also allot time for rebuttal testimony.

Meanwhile no action had been taken on the Cox Resolution in the past week. Still pending before the House Rules Committee the Resolution, proposed by Rep. Cox (D-Ga.), calls for a select committee inquiry into the FCC. No action has been taken on the measure, it was said, due to the continued absence of Chairman Sabath (D-Ill.) who has not called a committee hearing in the past month.

At an emergency meeting of the Committee, held last Monday with Rep. Cox presiding, the resolution was not brought out, presumably because of demands by the House for action on bills pertaining to military service pay. It was intimated in Congressional circles, however, that a vote on the resolution may have been withheld to prevent any opinion being raised that Rep. Cox "had to speak the measure through". It was also indicated that no further witnesses would be called before the Committee but that a vote would be taken which, if passed, would send the measure to the floor of the House.

Shuebruk Is Appointed Fly's Legal Assistant

APPOINTMENT of Peter Shuebruk, of Hingham, Mass., as his legal assistant, was announced last week by FCC Chairman James Lawrence Fly. A graduate of Harvard in 1933, with highest honors, Mr. Shuebruk studied at Oxford, under a fellowship and received a Harvard law degree magna cum laude in 1937. He was editor of the *Harvard Law Review* that year and since that time has been with the Boston law firm of Ropes, Gray, Best, Coolidge and Rugg.

Mr. Shuebruk succeeds Lt. (j. g.) Robert G. Seaks, who was called to active duty in the Navy two months ago. He will receive $5,600 per year.

Mr. Fly's term on the FCC expires June 30. No word about reappointment yet has come from the White House, though it is generally expected he will be renominated. Mr. Fly became chairman of the FCC in 1939, filling the unexpired term of Frank R. McNinch.

Corwin Plans to Direct War Series in Britain

NORMAN CORWIN, writer-producer, who has just completed direction of the four-network Government program *This Is War*, is planning to fly to England in the next month or so to write and produce a series of programs in cooperation with the BBC for shortwave broadcast to the United States. All arrangements are contingent, of course, on flight accomodations and passport permission for Mr. Corwin from both England and America.

The series, plans for which are now being prepared by CBS and BBC, will revolve around the work of the United Nations in the war effort, with pro-British and pro-Russian themes. Further details will be revealed when Corwin starts on his trip.

Award to Ewald

FIRST AWARD in the field of advertising given by the U of Missouri School Journalism was presented last Thursday to Henry T. Ewald, president of Campbell-Ewald Co., Detroit, for public-spirited enterprises and services to the advancement of advertising. In his acceptance speech Mr. Ewald opposed Government-sponsored advertising and suggested as an alternate publicizing of the war effort by manufacturers, retailers, banks and other organizations.

★ ALABAMA
WHMA WMSL WALA WSFA
WAPI WAGF WMOB WHBB
WBRC WJBY WCOV WJRD
WSGN

★ ARIZONA
KSUN KTAR KGLU KVOA
KOY KYCA KTUC KYUM
KPHO

★ ARKANSAS
KLCN KFFA KGHI KOTN
KELD KTHS KLRA KUOA
KFPW KARK

★ CALIFORNIA
KERN KFVD KVCV KSFO
KPMC KGFJ KPRO KYA
KHSL KHJ KFBK KQW
KXO KMTR KROY KVEC
KIEM KNX KFMB KVOE
KARM KMYC KFSD KDB
KFRE KYOS KGB KTMS
KMJ KTRB KFRC KGDM
KFOX KDON KGO KWG
KECA KLS KJBS KTKC
KFAC KROW KPO KHUB
KFI KPAS KSAN K-45-LA

★ COLORADO
KVOR KMYR KIUP KFKA
KFEL KOA KFXJ KGHF
KLZ KVOD

★ CONNECTICUT
WICC WTIC WNLC WBRY
WNAB WNBC WSRR W-53-H
WDRC WELI WATR W-65-H
WTHT

★ DELAWARE
WDEL WILM

★ DISTRICT OF COLUMBIA
WINX WMAL WRC WWDC
WJSV WOL

★ FLORIDA
WRUF WIOD WLOF WTSP
WJAX WQAM WDLP WDAE
WJHP WKAT WCOA WFLA
WMBR WTMC WFOY WJNO
WLAK WDBO WSUN WTAL

★ GEORGIA
WALB WSB WBLJ WTOC
WGPC WGAC WBML WPAX
WGAU WMOG WMAZ WRLC
WAGA WGAA WMGA WAYX
WATL WRBL WRGA WDAK

★ IDAHO
KIDO KFXD KSEI KTFI
KRLC

★ ILLINOIS
WKRO WENR WHFC WCLS
WDWS WGES WDAN WMBD
WAAF WGN WSOY WTAD
WBBM WJJD WGIL WROK
WAiT WLS WEBQ WHBF
WCRW WMAQ WJPF WDZ
WEDC WSBC WLDS WCBS

★ INDIANA
WHBU WGL WIBC WLBC
WTRC WOWO WIRE WSBT
WEOA WIND WISH WBOW
WGBF WFBM WKMO W-45-V

★ IOWA
WMT KSO KVFD KMA
KROS WHO KFJB KSCJ
WOC KDTH KGLO KTRI
KRNT WKBB KBIZ KBUR
KXEL

★ KANSAS
KVAK KVGB KOAM KANS
KGGF KWBW KSAL KFH
KGNO KCKN WIBW KFBI
KTSW WREN

★ KENTUCKY
WCMI WSON WAVE WINN
WLBJ WHOP WGRC WOMI
WHLN WLAP WHAS WPAD

★ LOUISIANA
KALB KPLC WWL KTBS
WJBO WSMB KRMD KWKH
KVOL WNOE

★ MAINE
WRDO WCOU WCSH WGAN
WLBZ

★ MARYLAND
WBAL WCBM WITH WJEJ
WCAO WFBR WTBO WBOC

★ NEW MEXICO
KGGM KICA KFUN KVSF
KOB KWEW KGFL KTNM
KAVE

★ NEW YORK
WABY WKNY WSLB WTRY
WOKO WGNY WHDL WIBX
WMBO WABC WMFF WATN
WNBF WBNX WKIP WWNY
WBEN WBYN WHEC WFAS
WEBR WEAF WHAM WWRL
WGR WHN WNBZ W-51-R
WKBW WINS WGY W-47-A
WENY WJZ WAGE W-2X-WG

We* Are
BMI
*777 Stations as of June 15, 1942

★ MASSACHUSETTS
WAAB WMEX WHYN WSPR
WBZ WNAC WLAW WOCB
WBZA WORL WLLH WORC
WCOP WSAR WNBH WTAG
WEEI WEIM WBRK W-43-B
WHDH WHAI WMAS W-67-B

★ MICHIGAN
WELL WXYZ WJMS WHLS
WBCM WDBC WIBM WSAM
WHDF WFDF WKZO WSOO
WJBK WOOD WKBZ WTCM
WJR WASH WCAR W-45-D
WWJ WLAV WDMJ

★ MINNESOTA
KATE WCCO KVOX WMIN
KDAL WDGY KROC WHLB
WEBC WLOL KFAM KWNO
WMFG WTCN KSTP KWLM
KYSM

★ MISSISSIPPI
WCBI WJDX WCOC WQBC
WFOR WAML WSLI

★ MISSOURI
KFVS KCMO KFEQ WIL
KFRU KMBC KMOX KGBX
KHMO WHB KXOK KTTS
KWOS KWOC WEW KSD

★ MONTANA
KGHL KGEZ KRJF KGVO
KFBB

★ NEBRASKA
KMMJ KFOR KBON WOW
KHAS WJAG KOIL KGKY
KFAB KGNF KOWH

★ NEVADA
KOH KENO

★ NEW HAMPSHIRE
WKNE WFEA WHEB W-39-B
WLNH WMUR

★ NEW JERSEY
WBAB WHOM WPAT WTNJ
WAAT

WGBB WNEW WFBL WNBI
WHCU WOV WOLF WRCA
WJTN WHLD WSYR WNBT

★ NORTH CAROLINA
WISE WCNC WPTF WRRF
WWNC WGNC WHIT WMFD
WBBB WGBR WRAL WGTM
WBT WBIG WEED WAIR
WSOC WGTC WSTP WSJS
WDNC WHKY

★ NORTH DAKOTA
KFYR WDAY KGCU KLPM
KDLR KRMC

★ OHIO
WADC WSAI WHIO WSTV
WAKR WCLE WING WSPD
WJW WGAR WFIN WTOL
WICA WHK WLOK WRRN
WHBC WTAM WMAN WFMJ
WCKY WBNS WMRN WKBN
WCPO WCOL WPAY WHIZ
WKRC WHKC WIZE W-45-CM
WLW

★ OKLAHOMA
KVSO KOCY WKY KTUL
KCRC KOMA KGFF KVOO
KBIX KTOK

★ OREGON
KWIL KUIN KMED KOIN
KAST KFJI KALE KRNR
KBKR KLBM KEX KSIM
KBND KOOS KGW

★ PENNSYLVANIA
WCBA WAZL WPEN WKOK
WSAN WJAC KDKA WMBS
WFBG WGAL KQV WJPA
WISR WMRF WCAE WBRE
WCED WKST WJAS WRAK
WEST WKPA WWSW WORK
WERC KYW WEEU W-53-PH
WIBG WCAU WRAW W-49-PH
WHJB WFIL WARM W-69-PH
WHP WHAT WGBI W-75-P
WKBO WIP

★ RHODE ISLAND
WFCI WEAN WJAR WPRO

★ SOUTH CAROLINA
WAIM WCOS WFBC WORD
WCSC WIS WMRC WSPA
WTMA WOLS WCRS WFIG

★ SOUTH DAKOTA
KABR KELO KSOO WNAX
KOBH

★ TENNESSEE
WOPI WJHL WNOX WMPS
WAPO WKPT WROL WLAC
WDEF WBIR WMC WSM
WDOD WSIX WREC WHBA

★ TEXAS
KRBC KSKY KTRH KGKL
KFDA WFAA KXYZ KABC
KGNC WRR KOCA KONO
KNOW KFPL KFYO KTSA
KFDM KROD KRBA WOAI
KRIC KTSM KRLH KTEM
KBST KFJZ KNET KCMC
KBWD KGKO KPDN KGKB
KEYS WBAP KPLT WACO
KRIS KLUF KIUN KRGV
KAND KGBS KPAC KWFT
KRLD KPRC KRRV

★ UTAH
KLO KOVO KSL KUTA
KEUB KDYL

★ VERMONT
WCAX WSYB

★ VIRGINIA
WJMA WLVA WPID WDBJ
WBTM WMVA WMBG WSLS
WFVA WGH WRNL WLPM
WSVA WTAR WRVA WINC

★ WASHINGTON
KVOS KOMO KGA KUJ
KJR KRSC KHQ KPQ
KOL KXA KVAN KXRO

★ WEST VIRGINIA
WJLS WBLK WLOG WBRW
WHIS WMMN WAJR WKWK
WCHS WSAZ WPAR WWVA
WGKV

★ WISCONSIN
WHBY WTAQ WEMP WRJN
WATW WCLO WISN WHBL
WEAU WKBH WTMJ WDSM
WFIZ WIBA WOSH W-55-M

★ WYOMING
KDFN KPOW KVRS KWYO

TERRITORIES AND POSSESSIONS

★ HAWAII
KHBC KGU KGMB KTOH

ALASKA
KINY

PUERTO RICO
WKAQ WIAC

NETWORKS
Arizona Broadcasting Co.
Arizona Network
Atlantic Coast Network
Blue Network
Colonial Network
Columbia Broadcasting System
Don Lee Broadcasting System
Intermountain Network
KOIN Network
Lone Star Chain
Michigan Network
Mutual Broadcasting System
National Broadcasting System
(Red Network)
Pacific Coast Network
Texas Quality Network
Texas State Network
Yankee Network

Secondary Market Termed Important

Franco, Nelson Discuss War And the Smaller Markets

IMPORTANCE of secondary markets in a wartime economy was emphasized by Carlos Franco, Young & Rubicam, New York, and Louis J. Nelson, Wade Adv. Agency, Chicago, speakers at a breakfast meeting of about 50 affiliates of Keystone Broadcasting System, transcription network, last Monday at the Cleveland Hotel, Cleveland.

Pointing out that the average American family income had increased from $1,443 in 1939 to $2,365 in 1941, Mr. Nelson said new buying habits are being created and that advertisers must integrate their advertising programs to get business in the smaller cities.

Mr. Franco stated that a survey by Dr. George Gallup, vice-president of Young & Rubicam, reported buying habits in the secondary markets were almost identical with those in the larger cities. The problem of the national advertiser has always been, he said, to reach these smaller markets on an economical basis.

Michael M. Sillerman, president of Keystone, reviewed the progress of the network and stated that although certain advertisers had been forced to discontinue advertising because of the war, new war-born prospects were being created. Keystone, he added, was geared to a war-time operation.

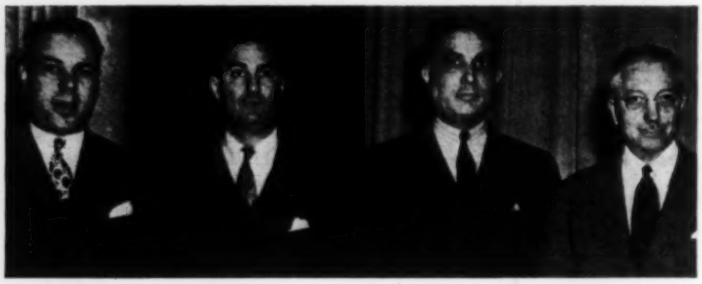
CLEARS TO APPEAR IN HOUSE HEARING

REVERSING a former decision, the Clear Channel Broadcasting Service, representing independently-owned Class 1-A stations, decided at a meeting in Cleveland last Tueday to make an appearance before the House Interstate & Foreign Commerce Committee on the Sanders Bill to rewrite the Communications Act.

Committee hearings on the bill are scheduled to reopen next Tuesday. Representatives of the 16 stations in the group, organized nearly two years ago to protect clear channels against breakdowns, attended the session called by Edwin W. Craig, WSM, Nashville, chairman. Victor Sholis, director, reported on activities in Washington and steps taken by stations in the group to further the war effort. Plans for expanded service in connection with war programming were outlined.

The group was disposed to ridicule allegations attributed in the Cleveland local press to regional station representatives that a proposal had been advanced to the Government to silence all stations save those on clear channels as a means of perpetuating the larger stations and of more efficiently controlling operations.

WGN, Chicago, has added a half-hour to the early morning *Farm Hour*, now 5:30-6:30 a.m., in order to carry more market reports for the area. A new feature of the program is instruction in care of war gardens for both rural and urban areas.



KEYSTONE transcription network executives (l to r): Michael Sillerman, president; Sidney Wolf, William Wolf, Naylor Rogers.

TOKYO TEACHES A LESSON

Excited Jabbering of Nip Announcer Shows What Not to Do in Case of an Air Raid

THE "radio story" of the bombing of Tokyo, with a lesson to be learned from it by American broadcasters, was told to an enthralled NAB convention session Monday by Col. R. Ernest Dupuy, of the Army General Staff, appearing for Maj. Gen. A. D. Surles, director of the War Department, Bureau of Public Relations.

Gen. Dupuy held the rapt attention of the convention as, in the "on-the-record" portion of his address, he said:

"The story of the bombing of Tokyo and other Japanese cities, not so long ago, includes a very neat bit of shoe-fitting, on the other foot. The bombers who performed that task winged their way, in broad daylight, into battle, riding the radio beam of a Japanese station which at the time was broadcasting a little rhapsody on scenic beauties of Japan, nestling peacefully in the assurance that it could never be bombed. That's exactly what the Nip was saying, in English.

They Weren't Prepared

"Suddenly he went off the air. The radio monitor in the bomber formation heard an excited voice, cut in suddenly, talking Japanese. The monitor, who of course understood Japanese, listened while the Jap announcer screamed, "Enemy bombers coming! Coming fast! Many bombers! They're flying low, they go too fast to be caught!"

"As the bomb-sticks whirled down, this Nip announcer kept on the job. Screaming in high-pitched panic, he called our shots in a play-by-play description, noted the fires caused, shouted casualty bulletins. Our bomber-monitor kept him on as our ships winged their way to —where was it they were bound? Shangri La., was it? And from the Nip station they received the fullest information that anyone would want, on their accomplishments.

"It was not until 24 hours later that the tone began to change, that casualties and damages were played down. But in the meantime, *we knew, we had received from the enemy*, precious confirmation of our successes. Why? Because it was complete surprise, because there apparently existed at that time in Japan no internal defense against psychological warfare, no linking of national effort to combat panic.

"This brings me to my final point, of vital interest to American radio. Some day we are going to get a token air raid. Its objective will be the production of fear, panic and uncertainty in the minds of our people. Are we going to play it like soldiers, or are we going to cackle and squawk on the air like barnyard hens when a hawk flies over? There would be no need to give any advice were I talking of the 21st raid; by that time you would know the answers. But this is the first raid I am talking about. There is always a first step, and as the French say, it is only the first step that counts.

Take It Easy!

"Let me urge on you to play the game, to play it in cooperation with our military and naval authorities, the Office of Censorship. Suppress all temptation to color the story, to lead the field with a dramatic bit. That's what the Axis wants. Let the narrative be quiet, factual, conservative.

"On our part we will cooperate by giving you the authentic details.

"Remember that this is war, total war; it is 'kill or be killed'. Every enemy shot you spot for him, every peek you permit him behind an otherwise impenetrable curtain, helps him kill you and yours.

"Remember our national mission—to win the war. Ask yourself, 'Does my action assist the mission or does it help the enemy?'

"With that yardstick in front of you you can't go far wrong.

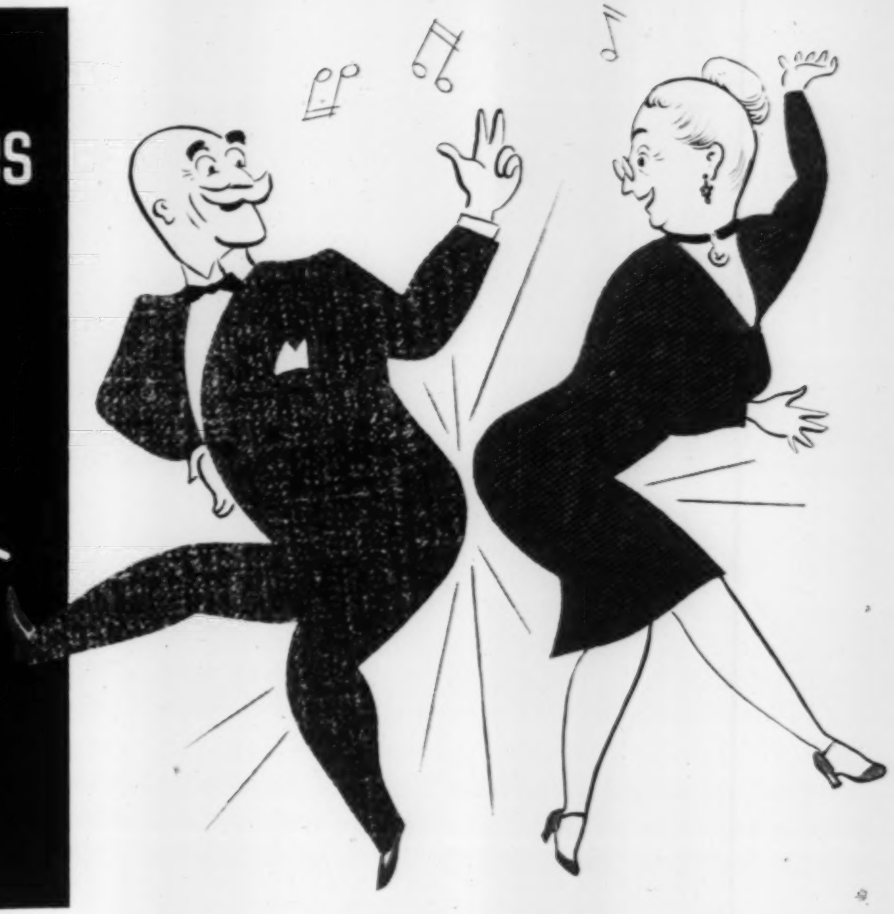
"American broadcasters have shown that they are the best in the world. On them today lies the obligation of being the best warriors in the ether. I know they will be."

'Time' Moves to NBC

AT THE END of its 13-week period June 5, on the BLUE, Time Inc., New York, is understood to be moving the *March of Time* from the BLUE to NBC in the Thursday 10:30-11 p.m. spot left vacant April 26 by the Tums show. No confirmation of the shift was made as BROADCASTING went to press by either *Time* or its agency, Young & Rubicam, New York. The show started on the BLUE Oct. 9, 1941, after nearly two years off the air and has been heard through the winter on Thursday evenings, later shifting to its current Friday 9-9:30 p.m. period.

KEYSTONE TRANSCRIPTION NETWORK HOLDS FIRST MEETING

What makes Boston's Brahmins BOOMPS-A-DAISY



THEY'RE UNBENDING. *Letting down their hair.* From behind those ancestral brick fronts have come hints of rug cutting as the radios of all music connoisseurs are tuned to the magnetic WORL number on the dial. Into the aristocratic locale of Boston has stolen a refreshing new influence . . . the "920 Club," a program that is becoming as popular with Back Bay intellectuals and Beacon Hill socialites as with all the varying strata that goes to make up America's fourth largest market. Universal in its appeal, presenting a distinct personality, it is perhaps the most unique local radio program in America, with a class and mass following which *guarantees* active response to products of all types and all price ranges. Both national and local advertisers who participate in the "920 Club" recognize it as *the short cut* to major results with a minor advertising appropriation.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

WORL

BOSTON, MASS.

XUM

Weber Sees Stronger Position For Mutual by Next Autumn

Claims Network Is Victim of Unfair Practices; Affiliates Endorse Stand on FCC Rules

MUTUAL Broadcasting System has lost business through "unfair practices and unsound concessions" of its competitors, but the network will be in a stronger position next fall when it will be able to guarantee sponsors exclusive Mutual outlets in an increasing number of major markets, Fred Weber, general manager, told a meeting of about 75 MBS affiliates at the Cleveland Hotel called the day before the NAB convention. Since MBS is not a member of the NAB, the meeting was held independently of the NAB proceedings at the Statler.

Reviewing operations and origins of the network, Mr. Weber said MBS will have to forego many immediate inducements to challenge competition in this decisive year. Commenting on the FCC network monopoly rules, Mr. Weber denied that MBS had instigated "any investigation of network practices".

Option Rule

"Despite opposition by all parties," he said, "Mutual was responsible for a petition which extended the licensing period for individual stations and modified rules so as to allow option time to perpetuate network broadcasting, but not continue option time as a competitive abuse." At one juncture Mr. Weber's statements were challenged as "defeatist" by H. G. Wall, owner of WIBC, Indianapolis.

Neal Ivey, president of Ivey & Ellington, Philadelphia, agency for Bayuk Cigars, Philadelphia, a large MBS advertiser, spoke briefly on the sales potentialities of the network. Robert A. Schmid, MBS sales promotion director, also addressed the affiliates on sales promotion plans. *This Is Mutual*, a recorded satire on network operation, written and produced by Lester Gottleib, MBS publicity director, was played for the affiliates.

The meeting of the affiliates was preceded earlier in the day by a board of directors meeting at which a plan for the standardization of rates was announced. Under the plan, it will be possible for an advertiser not using volume discount to determine the exact cost of any combination of Mutual stations. Scheduled for discussion at the board meeting was a broadening of the base of the network's volume discount plan, but no action on it was announced.

Attending the board meeting were: A. J. McCosker and Theodore C. Streibert, WOR, New York; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard 3d, Yankee-Colonial networks; Keith Masters, counsel, WGN, Chicago; Leonard Kapner, WCAE, Pittsburgh; I. R. Lounsberry, WKBW-WGR, Buffalo; Hulbert Taft Jr., WKRC, Cincinnati; Lewis Allen Weiss, Don Lee; J. L. Campeau, CKLW, Windsor-Detroit; H. W. Batchelder, WFBR, Baltimore.

On the following afternoon about 40 affiliates met at the suggestion of Robert Convey, KWK, St. Louis, and passed a unanimous resolution endorsing the MBS stand on the FCC rules, pledging support to "carry on to the ultimate conclusion." The resolution was proposed by Gordon Brown, WSAY, Rochester, and Steve Cisler, WGRC, Louisville.

Labor problems also came in for an airing, with the NAB criticized for its inactivity on labor problems. Ed Wood Jr., MBS sales manager, commented on the outlook for next fall and predicted heavier use of radio for institutional purposes, spurred on by the reentry of General Motors into network advertising.

A sales resolution was passed setting up a two-man committee to stimulate sale of small regional networks affiliated with MBS, and to establish a saleable rate card for these networks. Named to the committee were John Boler, North Central Broadcasting System, Minneapolis, and A. E. Wannemaker, of the newly-formed Tobacco Network, Wilson, N. C. Fred Fletcher, WRAL, Raleigh, was temporary chairman of the meeting and Robert Convey, permanent chairman.

KLO Joins MBS

KLO, Ogden, Utah, 5,000-watt day and night station, operating on 1430 kc., on Sept. 1 becomes a fulltime exclusive affiliate of Mutual. Station is currently also a BLUE affiliate.

HOST TO MUTUAL executives and ladies at Hotel Cleveland, was H. K. Carpenter, manager of WHK-WCLE. First row (l to r): Mrs. C. M. Hunter, WHK-WCLE; Ed Wood, MBS sales manager; Mr. Carpenter; Fred Weber, MBS general manager; Mrs. K. K. Hackathorn, wife of commercial manager of WHK-WCLE. Standing (l to r): Leonard Kapner, WCAE, Pittsburgh; Theodore C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee Network; Benedict Gimbel, Jr. WIP, Philadelphia; J. E. Campeau, CKLW, Detroit.

Yet They Came

CONSPICUOUS in the halls and at the meetings of the NAB Cleveland convention were many of the broadcasters who during recent intra-industry squabbles resigned from the association, including some who had indicated they wouldn't be present. Several registered and were accorded full convention privileges, except voting. Most notable absentees from the usual convention scene were the equipment exhibits.

IRNA Is Dissolved, Its Goals Achieved

Calls for Unity in Passing Resolution of Dissolution

FORMAL dissolution of Independent Radio Network Affiliates, created several years ago primarily to meet the music-copyright situation, was announced in Cleveland last Monday following a meeting of directors and affiliates of the group.

Relatively dormant during the last year, IRNA announced it believed it had served its purpose. Chairman of the group was Samuel R. Rosenbaum, president of WFIL, Philadelphia, who, along with Mark Ethridge, WHAS, Louisville, carried the organization through the bitter 1937-38 controversies. IRNA was largely instrumental in effecting reorganization of NAB in 1938.

A resolution was adopted at the Cleveland session, formally dissolving the organization. It follows:

"IRNA believes it has served the purpose for which it was created. The impact of war calls increasingly for unity among us. The time has come for fractional organizations in the broadcasting industry to terminate for the sake of unity and to strengthen the one organization, the NAB, which should act for all broadcasters. IRNA has therefore voted to dissolve."

NAI Decides On Permanent Setup; Fights Superpower

Opens Ranks to Locals, Plans Executive in Washington

ESTABLISHMENT of Network Affiliates Inc. as a permanent organization working apart from but not against the NAB, was voted at a meeting in Cleveland last Tuesday of some 80 network affiliated stations. Retention of a paid executive and of a publicity director, to be headquartered in Washington, was authorized, with an estimated annual budget of $50,000 to be contributed by member stations.

Will Oppose Superpower

Eugene C. Pulliam, WIRE, Indianapolis, president of NAI, announced following the session that the organization would militantly pursue its opposition to superpower, and would seek to collaborate with the nationwide networks in furtherance of program, business and operating policies.

Originally established last year largely on the so-called superpower issue, the organization had an anti-NAB flavor. This, it was said, has been entirely dispelled, save for the views of three or four members who have been outspoken in their opposition.

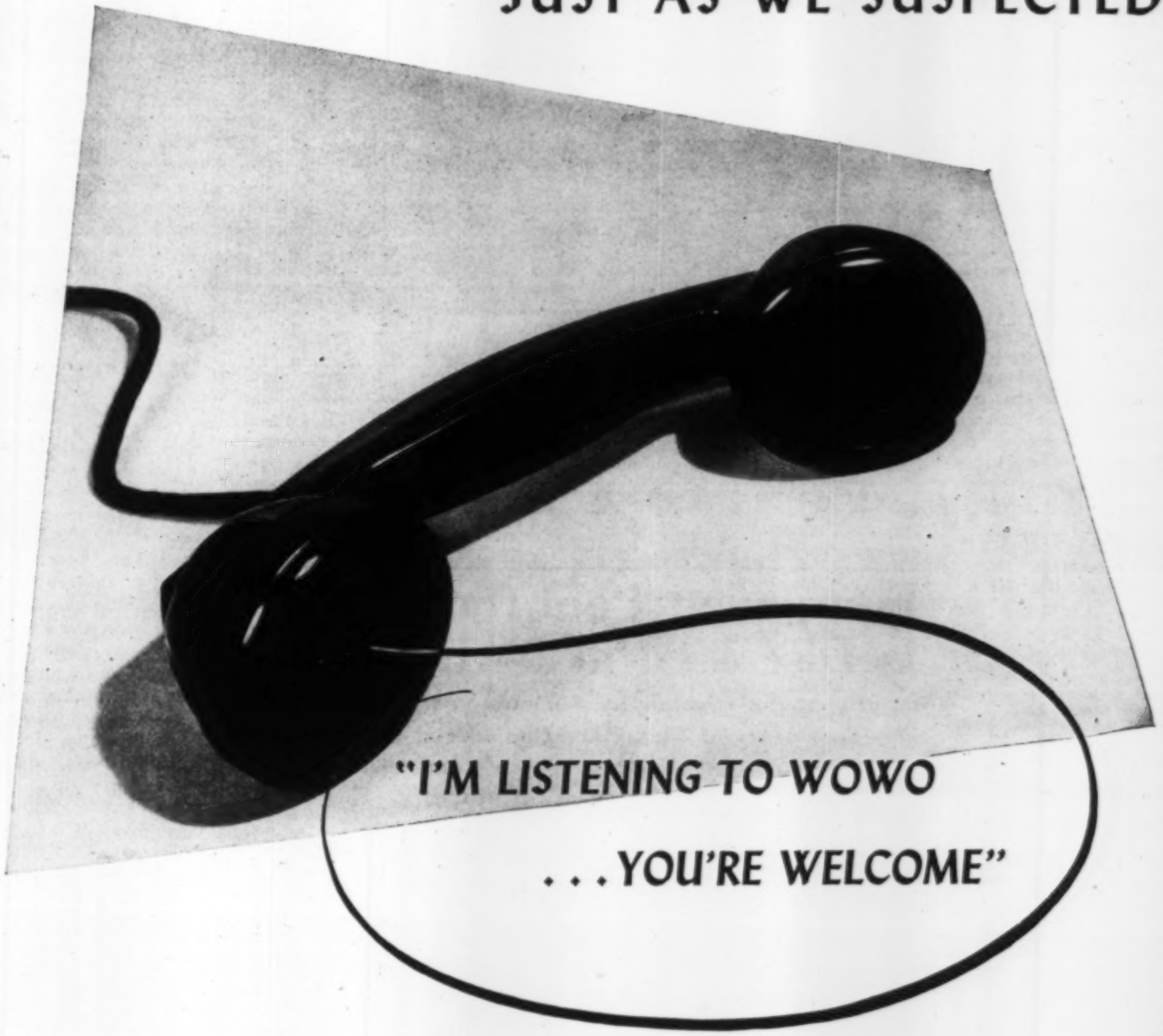
Permanent organization of NAI came almost coincident with the dissolution of Independent Radio Network Affiliates, formed in 1937, and which has been relatively dormant during the last year. IRNA'S dissolution was announced Monday in Cleveland.

Locals May Join

It also was agreed to revise membership requirements to allow local stations having network affiliation to qualify for membership. Heretofore locals, along with clear channel outlets, network manage

(*Continued on page 47*)

JUST AS WE SUSPECTED



We believed WOWO to be the most-heard station in its rich, tri-state area. But we checked . . . and checked again, six days running. An independent, impartial, coincidental telephone survey in Fort Wayne by quarter-hours, from 8 A. M. to 1 P. M., showed a preponderance of listeners in 2406 calls completed out of 3684 attempted. WOWO led in 17 out of 20 periods in the first check.

In but two periods was WOWO topped . . . topped once and tied once by Westinghouse Station WGL, and topped once by a network program from another station—by a narrow margin. It looked too good to be true, so we checked again on three morning quarter-hours, and, in general, duplicated the findings.

We'd like you to see the actual figures, station by station and period by period. It will convince you, we feel sure, that WOWO is a prime mover in this thriving section of 62 counties and more than 2,000,000 people ... this Typical America, half urban and half rural. Schedule WOWO, Westinghouse Station for the Mid-West, and see what you've been missing.

WOWO
FT. WAYNE, IND.
10,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

War, Fire, Theft—and Transmitters

Engineers Told What To Do at Plants During Crisis

GRIMLY emphasizing that the world-wide struggle today has made it imperative for broadcasters to think of the consequences of war, fire and theft in relation to the physical operation of their stations, J. D'Agostino, of NBC, last Tuesday addressed more than threescore station operators and engineers at an engineering breakfast discussion at the NAB convention in Cleveland.

Mr. D'Agostino warned that the broadcasters' slogan of necessity should be to "make it last longer", as there are no longer any new equipment, parts or replacements. The gravest problem now is the protection of the precious equipment on hand against possible sabotage, he said.

Precautionary Measures

Proper counter-sabotage measures should be practiced at all stations, he stated. Along this line, Mr. D'Agostino offered a list of suggestions that could be effectively used:

1. Installation of proper fences and gates at the transmitter site.
2. Erection of observation towers and floodlights for guards.
3. Barring all doors — and these doors should be of some solid material rather than of glass or other fragile construction.
4. Distribution of passes for employes and a permanent register of all people connected with the plant.
5. Definite guard assignments as well as an emergency squad subject to immediate call.
6. Firearms and the instruction of the personnel in their proper use.
7. Visitor passes.
8. Careful checks on all new employes, their background and relations.
9. "Being careful of beautiful females".
10. Caution in connection with telephoned instructions received at the transmitter since they could be from an enemy agent.
11. Guarding carefully all circuits as an enemy could superimpose a hidden signal on certain transmissions.
12. Regulations against parking of cars near the transmitter and the notation of all license tags of strange cars. Even an employe's car could have a bomb secretly hidden.

In Case of Attack

Referring to actual attacks, Mr. D'Agostino stated that larger cities are particularly vulnerable to gas attacks since skyscrapers form great canyons and pockets for the gas. Accordingly, he said, a station should see to it that its ventilating systems and other gas precautions are perfected.

In this phase as well as fire, first aid and other exigencies, the staff should be trained, Mr. D'Agostino continued, saying that countless informational bulletins and instruction classes are now available and the local authorities are only too willing to lend a hand in educating people on these subjects.

Mr. D'Agostino decried inadequate protection against the fire precautions now in effect at some stations. He said that the mere placing of fire extinguishers about was not sufficient, especially if the personnel is not instructed in proper fire fighting.

WESTERN ELECTRIC-GRAYBAR turn out in force. Front row (l to r): L. F. Bockoven, R. E. Coram, H. N. Willets, D. B. McKey. Second row: Will Whitmore, George Davis, W. E. Jonker, J. W. LaMarque, H. F. Scarr.

W. P. Mitchell, of WJR, Detroit, in the following open discussion conducted by Mr. D'Agostino, volunteered information about studies he had made both from films of actual bombings and reports. He said that a 500-pound bomb hitting within 200 or 300 yards of a transmitter will smash all tubes by concussion. Therefore, he explained he had set two additional racks of tubes in the basement on springs capable of floating six inches with each concussion. Mr. D'Agostino supplemented these remarks with a suggestion that it would be good practice to install separate racks in different parts of the building, though not necessarily in the basement where there are possibilities of floods.

J. D. Hopkins, WJAX, Jacksonville, also offered his system of checks against saboteurs whereby his transmitter staff reports back to the main studios each half hour. He said that even a delay of a few minutes in reporting means the dispatching of an emergency squad.

The Technician Shortage

Speaking on technician shortage of the industry and the government, especially as the Selective Service affects the former, Arthur Stringer, secretary of the NAB war committee, told how the original NAB estimate of 200,000 men necessary for the war effort had since doubled. He spoke further on the War Department's Enlisted Reserve Corps for radio men; the work of the Signal Corps in attempting recruiting from EDMST classes; the Navy's plan for training women operators. Mr. Stringer outlined costs involved in each station setting up its own training classes where the Government had not done so under EDMST. J. L. Howe, of the Tri-City group, told the gathering how he had successfully instituted such courses.

The draft as it is affecting station technicians was discussed by Mr. Stringer, who said that it is now highly probable that Selective Service, through General Hershey, will soon issue a directive which will forestall station losses.

Smeby on Priorities

Lynne Smeby, NAB director of engineering, concluded the session with a short talk on priorities which he explained would be more deeply delved into at the Wednesday priority and rationing seminars of the convention [see story on this page]. Radio's rise from A-10 to A-3 in priority rating was little improvement, he said, since every day other phases were being inserted into the priority ratings above radio, thus relegating the new A-3 to relatively the same position as the old A-10.

Whereas some materials might be sped up by the A-3, the all-important vacuum tube was still practically unavailable, he said. Unfortunately, he continued, this vacuum tube unlike other parts has no substitute.

Equipment Pool for Industry Is Discussed at NAB Meeting

Problems Created by Serious Shortage and What To Do About Them Are Considered in Detail

A DETAILED plan for conservation of broadcast equipment to insure maximum wartime operation through a pooling distribution arrangement under Government supervision, recommended by the Domestic Broadcasting Committee of the Defense Communications Board, was discussed at a roundtable meeting of broadcasters and engineers last Wednesday at the NAB convention in Cleveland.

With President Miller, chairman of the DCB Broadcasting Committee; Andrew D. Ring, former FCC assistant chief engineer and consulting engineer, secretary; and O. L. (Ted) Taylor, executive secretary of the Broadcasters Victory Council, as spokesman, the plan was outlined to the group of some 40 engineers and broadcasters.

It embraces an industry-wide inventory of all spare equipment, with plans for its allocation on a pay basis to stations in each of the 17 NAB districts which may require specified equipment. Three-man committees serving voluntarily would be set up in each district.

An Acute Problem

Mr. Miller pointed out that a year ago the industry was worried about the possibility of the Government taking over radio because of the war situation. Now everyone is convinced that the broadcasters are in no danger of such a development, but emergencies have cropped up in other phases of broadcast activity.

He described the equipment situation as radio's most acute problem because it involves the fundamental question whether stations are going to be able to remain on the air during the war. The military radio requirements are so heavy, he pointed out, that every hour of life must be procured from every tube. A single bomber carries a miniature station, he brought out, with some $20,000 in equipment involved.

The crux of the whole plan lies in procuring from the War Production Board an agreement whereby raw materials would be supplied for manufacture of tubes and parts whenever the nationwide inventory becomes law, he said. In that way, the whole complicated routine of priorities for a particular tube or a piece of equipment would be obviated.

It was made clear that WPB had not yet been approached on the plan in a formal way that DCB had not yet given it its endorsement. However, Chairman James Lawrence Fly, who is also chairman of DCB, was represented as endorsing the plan as a means of maintaining peak operation of stations during the war, with least possible drain on critical materials.

Mr. Taylor explained that the plan is to conserve equipment and make it go as far as possible in keeping all stations on the air. He pointed out that this represents only one of many problems covered by the Domestic Broadcasting Committee, but that most of the projects are of a confidential nature.

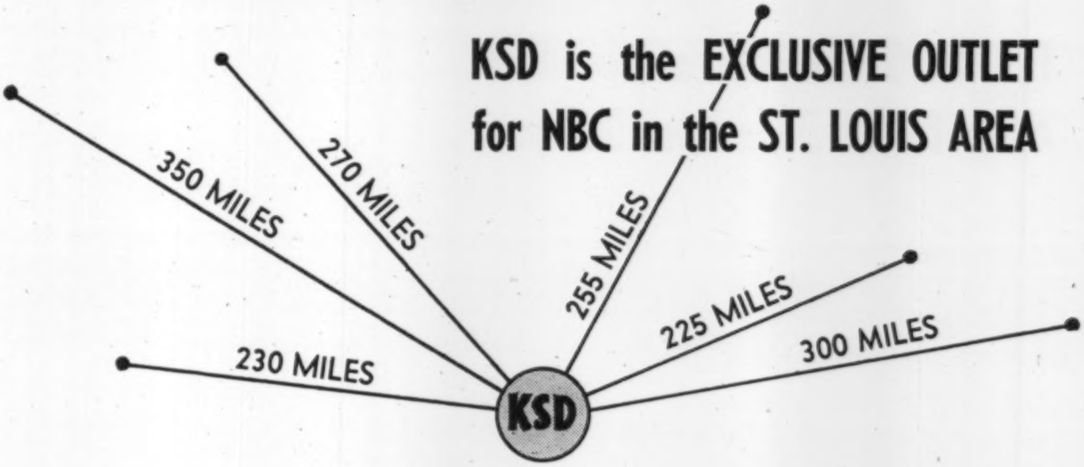
Other problems include closer contact with the Army Interceptor

(Continued on page 38)

HOWARD H. WILSON Co. has been appointed exclusive national representative of WIBA, Madison, and KILO, Grand Forks, N. D., effective June 1.

KSD
IN ST. LOUIS

KSD is the EXCLUSIVE OUTLET for NBC in the ST. LOUIS AREA


350 MILES
270 MILES
255 MILES
225 MILES
300 MILES
230 MILES
KSD

It Is 225 Miles From KSD to the Nearest NBC Station

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Blue Grants 2% Cash Discount; Affiliates Praise Net Progress

Officials Tell of New Accounts Signed Recently And Outline Plans for Future Development

OPENING GUN in the long-brewing controversy over a 2% cash discount to advertising agencies by networks was fired last Sunday (May 10) at a meeting of BLUE Network affiliates in Cleveland when announcement was made of the allowance of the discount effective June 15.

Approval of the discount, which will be on an "earmark" basis and which was said not to affect directly either network or station revenue, came coincident with the approval of a new network rate card, effective June 15. The American Assn. of Advertising Agencies and the Assn. of National Advertisers long have clamored for the discount.

How It Works

Action came, according to BLUE President Mark Woods, only after commitments had been made both by NBC and CBS to the agency and advertiser groups that such a discount would be recognized. He pointed out that it really will cost the affiliated stations nothing, since it is simply a mark-off from frequency discounts allowed advertisers. The present maximum discount is 25%. This will become 23% if the agency or advertiser clears its account by the 12th of the month following rendition. The same "earmarked 2%" will be deductible on any other frequency discount earned, Mr. Woods pointed out.

Attending the BLUE meeting were representatives of approximately 100 of the BLUE's 127 affiliates. High commendation for the manner in which the BLUE has functioned since its separation from NBC at the turn of the year was voiced by affiliates after reports had been rendered by Messrs. Woods, Ed Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station relations; Phillips Carlin, vice-president for programs; Fred Thrower, sales manager; E. P. H. James, promotion and publicity director, had given their reports.

President Woods told the affiliates about proposals for acquisition of the BLUE. He said some 16 different groups, including banking houses, originally had made preliminary offers but that these had sifted down to "two or three". He said that if and when a sale is effected, it is expected a group of the affiliates will participate in the acquisition, but with the primary finances probably coming from outside investors. He said nothing was imminent, however, and the BLUE had not gone out to seek prospects.

Instead, he declared every effort is being made to have the network a well-organized and functioning operation before any final steps are taken toward consummation of a sale. He emphasized that it was more than likely that a substantial number of BLUE affiliates would figure in the ultimate sale.

Lane Kept Posted

Howard Lane, of the McClatchy stations of California, chairman of the BLUE Network Advisory Committee as well as a group of BLUE affiliates interested in participating in the acquisition, has been kept posted on all offers made or under consideration, Mr. Woods declared.

Apropos the 2% cash discount, it was explained that since the die had been cast by NBC and CBS in commitments to the AAAA and ANA, the BLUE simply took the opportune time to announce it, coincident with the issuance of its new rate card June 15.

Curtis Publishing Co. and McGraw-Hill, which some time ago disallowed the 2% discount at a stated cost to advertisers and their agencies of approximately $2,000,000, recently have reinstated it, affiliates were told. Consequently, from the competitive standpoint, it was thought desirable to follow through.

Affiliates were told it was just a question of time before all networks also would authorize this discount, probably on the same "earmarked" deductible basis. As a matter of fact, Mr. Woods said, the formula accepted by the BLUE was similar to that originally worked out by Paul W. Kesten, CBS vice-president and general manager, with the AAAA and ANA. If the account does not pay by the 12th of the month following billing, it was stated, the cash discount will not apply.

BLUE NETWORK HIERARCHY at breakfast (l to r): Keith Kiggins, stations vice-president; Mark Woods, president; Edgar Kobak, executive vice-president. They conducted an affiliates' session Sunday.

Mr. Woods, in opening the session, emphasized that the BLUE's primary efforts were geared toward "winning the war". Everything hinges on that goal, he said, whether it is getting business, changing programs, or adding affiliates.

The elephant "Keep 'Em Remembering" slogan was emphasized with the suggestion that affiliated stations tie in their promotion to the same theme. Despite the war, Sales Manager Thrower reported that the BLUE had made substantial progress and that since the separation 12 new commercial accounts had been added—more than that of any other network.

Three-Fold Program

Vice-President Kiggins said the BLUE campaign was three-fold, aside from the overall object of helping to win the war. Better programs, more sales and all-out promotion constituted the credo. Program Director Carlin said the BLUE had started 40 new programs per week since last February—23 half-hours and 17 in the 15-minute bracket. Every type of program was involved, but with emphasis on war programming earmarked for sponsorship.

Harold Hough, KGKO, Fort Worth, observed that what had been a "white elephant" a year ago now has become a "blue elephant". He said he reflected the views of all affiliates with whom he had talked over the fine progress made by the network since its separation. Sam Rosenbaum, WFIL, Philadelphia, proposed that the BLUE affiliates send a "message of good-will to one of our keenest competitors". Niles Trammell, chairman of the board of the BLUE and NBC president.

A fond "goodbye" was given John Shepard and his Yankee Network, which leaves the BLUE June 15 to join MBS. A welcome also was extended to new affiliates, primarily in New England, who join about the same time. Called upon to take bows were Ralph Matheson, WHDH, Boston; James Milne, WELI, New Haven; Harold Thomas, WNAB, Bridgeport; Quincy V. Brackett, WSPR, Springfield; Stephen R. Rintoul, WSRR, Stamford, Conn.; Joe Du-Mond, KXEL, Waterloo; T. B. Landford, KRMD, Shreveport; J. C. Liner, KMLB Monroe, La.; Walter Allen, KALB, Alexandria, La.; L. P. Cashman WQBC, Vicksburg, Miss.; Walter C. Brown, WSPA, Spartanburg, S. C.

WSPA leaves CBS to join the BLUE shortly, with WORD, Spartanburg, now the BLUE outlet, switching to CBS. Both stations are owned by Spartanburg Advertising Co., of which Mr. Brown is vice-president and manager.

Mr. Kobak, during his remarks

(*Continued on page 49*)

New Rate Card Issued by Blue Network Covers 126 Affiliates, Has Cash Discount

FIRST network to issue a rate card incorporating a cash discount provision is the BLUE, which last week released Rate Card No. 30, dated June 15, 1942, its first rate card since it became an independent network in January of this year.

The cash discount, which requires an entirely new discount structure for both weekly gross contracted value as well as annual rebates, has long been a problem under discussion by networks, advertisers and their agencies.

How It Works

The discount worked out by the BLUE in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, operates so that "the two points of both weekly and annual discounts are contingent upon full payment of bills on or before the 12th day of month following the month in which the broadcast occurred. No cash discount is allower on talent, or special facilities."

In commenting on the adoption of the cash discount by the BLUE, Frederic R. Gamble, managing director of the AAAA, stated that the move will "strengthen the advertising financial structure and provide a stimulus for the prompt collection of radio bills.

"The method used, making two points of the present discounts contingent on prompt payment, involves no cost to the network or any of its affiliated stations," Mr. Gamble stated. "This is in line with the position of the 4 A's that its advocacy of cash discount is not intended to reduce any medium's net revenue. It also involves no cost to either advertiser or agency, which certainly seems advisable in a constructive move for the benefit of all concerned.

"It's not the regular method in use for many years by hundreds of media, but it is the only way to meet the complicated conditions involved in the relationship of affiliated stations, networks, agencies and advertisers.

"Sometime in the future, it may be possible to take another step and establish the cash discount in the regular way. In the meantime, all concerned will view this move by the BLUE as a constructive action

(*Continued on page 53*)

Deep in the Heart of Texans

DALLAS
FT. WORTH
KRLD

KRLD

50 000 WATTS

The Times Herald Station– DALLAS, TEXAS

KRLD *Covers* 68% *of the Rich Texas Market*

The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE

the BRANHAM Co.
Exclusive Representatives

Berkeley Is Named By Blue in Capital; To Manage WMAL

Will Assume Duties by July; Net to Set Up Offices

APPOINTMENT of Kenneth H. Berkeley, general manager of WRC and WMAL, Washington, as joint general manager of WMAL and Washington representative of the BLUE Network, was disclosed last week by Mark Woods, BLUE president and Samuel H. Kauffman, president of the Evening Star Broadcasting Co. and assistant business manager of the newspaper.

Mr. Berkeley will not formally take over his new duties until about July 1 when WMAL moves out of the NBC offices in the Trans-Lux Bldg. It will occupy the mezzanine floor, displacing RCA Washington headquarters, which removes to the new Commonwealth Bldg. on 16th and K Sts., across the street from NAB headquarters.

Double Duties

As Washington representative for the BLUE, Mr. Berkeley takes over duties heretofore performed largely by Frank M. Russell, NBC vice-president. When the BLUE was formally separated from NBC last February, the Washington operations temporarily were permitted to continue on a dual basis. Mr. Berkeley will report to Mr. Woods and to Edgar Kobak, BLUE executive vice-president, on BLUE operations, and to Mr. Kauffman on WMAL operations. Mr. Russell, in addition to his NBC duties, which include general direction of WRC, also will handle certain Washington affairs for the parent RCA, as in the past.

It was also announced by the *Star* that Ben McKelway, managing editor, has been named to the board of directors of its radio subsidiary to succeed the late Newbold Noyes.

Selection of Mr. Berkeley, a charter employe of NBC, to head WMAL for the *Star*, had long been rumored. Coincident with the separation of Red and the BLUE early this year, WMAL ended its operating arrangement with NBC and Mr. Berkeley's appointment was regarded as likely. He will function in two entirely separate capacities, one on the WMAL payroll for the *Star* corporation and the other as the Washington head of the BLUE.

Other staff appointments on WMAL have not yet been announced. They will be, however, by the time the station occupies its new offices. Present NBC studios in the Trans-Lux Bldg. will be divided between the two stations. The operations will be separated and entirely autonomous, it was stated.

A native Washingtonian, Mr. Berkeley has been with NBC since its formation in 1926. He joined RCA in 1923, at which time it owned and operated WRC, and became its assistant manager. When NBC was formed and took over operation of WRC, Mr. Berkeley continued in his capacity as assistant manager. He has been manager of the station since 1927, and acted in a dual capacity as manager of both WRC and WMAL when the latter was acquired under operating lease several years later.

KENNETH H. BERKELEY

Penn Buying

PENN TOBACCO Co., Wilkes-Barre, Pa., former user of network time, most recently *Vox Pop* on CBS, has been testing individual markets for Julep cigarettes and Willoughby Taylor Smoking tobacco for the last few months, and is now using 16 markets on a nationwide basis. Programs are limited to news and sportscasts and will be placed in a new market weekly throughout the year. On May 25 Penn starts in New York on WABC with 10-minute newscasts by Mark Hawley on a thrice-weekly schedule. Agency is H. M. Kiesewetter, New York.

YOUTHBUILDERS Inc., New York, has announced that its annual Forum Award Rally will be held May 23 at New York's Town Hall, at which time members of the group will announce winners in radio and other classifications.

Ed Codel Appointed as General Manager Of Atlantic Network; Jaspert to WPAT

Mr. Jaspert

APPOINTMENT of Edward Codel, formerly manager of WPAT, Paterson, N. J., as manager of the Atlantic Coast Network, newly-formed regional chain which will operate from Boston to Washington [BROADCASTING, May 11], was announced last week by Harold A. Lafount, president of the American Broadcasting Co., which will operate the network, due to start on June 15. Succeeding Mr. Codel at WPAT will be George Jaspert, formerly commercial manager of WTAG, Worcester.

Operational plans, according to Mr. Lafount, as well as the complete lineup of stations, will not be announced until Mr. Codel assumes his new duties within the next ten days. He revealed, however, that plans for an extensive schedule of public service programs as well as those which cooperate with various governmental departments in Washington are under way. These will undoubtedly be fed to the network by its Washington outlet, which is expected to be WWDC.

Stations on the chain thus far announced include WNEW, New York, which will act as the key outlet; WCOP, Boston; WNBC, New Britain; WELI, New Haven; and WPEN, Philadelphia. In addition to the Washington outlet, there will also be one in Baltimore, as yet unselected.

Headquarters of ACN will be at 501 Madison Ave., New York, where the entire 25th floor has been leased. This building also houses WNEW.

The new ACN general manager, not yet in his 30's, is a native of Minnesota and a gradute of the U of Minnesota. He started in radio as an office boy at WMAQ, Chicago, under William S. Hedges, later working for KNX, Hollywood, under Naylor Rogers and, while a student at the University, for KSTP, St. Paul. Following graduation from the university he joined the Hearst Radio staff, being assigned to WBAL, Baltimore, where he served successively as promotion manager and salesman. In 1940 he joined the staff of BROADCASTING as Chicago manager, serving there until July 1941 when he took over the managership of WPAT.

Mr. Jaspert, before joining WTAG, was commercial manager of WFIL, Philadelphia, and station manager of various stations in the Westinghouse group. He is a radio pioneer, having started in radio with the late Dr. Frank Conrad when he inaugurated KDKA, Pittsburgh, by broadcasting the Harding-Cox election returns Nov. 2, 1920. He started as KDKA's program manager and was in on many of radio's "firsts" such as the first baseball and prizefight broadcasts.

ATLANTIC COAST NETWORK'S new head is congratulated by his chief as affiliate group looks on. Left to right: A. N. Armstrong Jr., WCOP, Boston; Edward Codel, newly-appointed general manager of the Bulova-owned network; Harold A. Lafount, president, American Broadcasting Co., operating the Bulova stations; George Lasker, WORL, Boston; Arthur Simon, WPEN, Philadelphia.

CARR COMMENDED AT SALES SESSION

A RESOLUTION, signed by all members of the Sales Managers' Committee and executive committee, extending gratitude and thanks to Eugene Carr for his work during the last year as chairman of the NAB committee, was presented to the broadcaster last Wednesday in Cleveland during the NAB convention. Mr. Carr has resigned from WGAR to join the Office of Censorship in Washington as an assistant to J. Harold Ryan, assistant director in charge of radio.

Signing the petition were Dietrick Dirks, KTRI; E. Y. Flanigan, WEPD; J. M. Cutler Jr., WSB; Arthur Hays, WABC; Linus Travers, WAAB; George Frey, NBC; Fred Thrower Jr., BLUE Network; William Malo, WDRC; Charles Phillips, WFBL; John Surrick, WFIL; John Field Jr., WPTF; William Orr, WBNS; James Kyler, WCLO; Samm Bennett, KMBC; Tom Gavin, WEBC; Ellis Atteberry, KCKN; Jack Kealser, WOAI; W. E. Wagstaff, KDYL; Wilt Gunzendorfer, KSRO; Charles Storke, KTMS; J. A. Morton, KIRO.

The resolution follows in full:

Whereas, the Sales Managers Committee of the NAB has functioned during the past year in a manner reflecting credit on radio advertising as an accepted advertising medium, and

Whereas, the ideas and actions sponsored and promoted by said committee have contributed materially to the earnings of the various stations who have interested themselves in the work of this department of the NAB,

Whereas, the energy, tactfulness, experience and wisdom of the chairman of this committee have been impelling forces in the development of this department of the NAB to its present state of fruitfulness, be it therefore

Resolved, that the expressed thanks of this committee be extended to Mr. Eugene Carr of Cleveland, O., for his work as chairman, with the belief that such is also an expression of appreciation from the owners and managers who comprise the association's membership.

Omar's List

OMAR Inc., Omaha (Wonder flour), has renewed its weekly quarter-hour transcribed *Musical Meditations* for 13 weeks on the 12 stations originally scheduled [BROADCASTING, Aug. 18, 1941] WLS WISN KMA WHO WMT KRNT WNAX WOW KOA KGKY WJAG KVRS. MacFarland-Aveyard & Co., Chicago, is the agency.

Frau Holtz receives an American guest

[in spite of the headsman's axe!]

UNTIL Hans died for the glory of the Fuehrer, somewhere on the Russian front two months ago, Frau Holtz knew very little of America . . . and what little she knew was wrong. Herr Goebbels saw to that.

But when her last son went the way of his two brothers, there were some things she *had* to know. One night she turned a knob, and did a terrible thing. She brought an American visitor into her home, and listened. She turned down his voice to the barest whisper, but she listened all the same. And there came to light within her a dawning realization—a bitter sense of betrayal.

• • •

Tonight in Germany, in France, in Czechoslovakia, a thousand Frau Holtzes will listen to the *verboten* voice of RCA-NBC International Shortwave Stations WNBI and WRCA . . . even though whip and bludgeon and axe await them in the dungeons of the Gestapo, if they are discovered.

Even today, perhaps, they are not quite *sure* what to believe. The ways of truth are strange; but in the end truth always prevails. And truth hurled from RCA transmitters across the sea—the truth about America, the truth about the world—that truth is a flood no tyranny can dam.

• • •

Of all the uses to which RCA Radio Equipment has been put—in this, the greatest battle between freedom and tyranny that the world has ever seen—we are not least proud of this use. For RCA Equipment today is not only helping to overwhelm the physical might of our enemies in war, but is helping, too, to prepare the minds of the world for a just and lasting peace—telling Frau Holtz that her enemies are not here, but at home.

BUY
U.S. WAR
BONDS

RCA **Broadcast Equipment**
RCA MANUFACTURING CO., INC. CAMDEN, N. J.

XUM

Present Mass Market Biggest In History, Salesmen Are Told

Flack Advises Them to Take Advantage of It; Wolfe Tells How to Use Radio Surveys

STATION sales managers were administered a mental transfusion by Gene Flack, sales promotion director of Loose-Wiles Biscuit Co., Long Island City, at a stimulating session on Wartime Radio Advertising last Tuesday afternoon at the NAB convention. Dr. Harry D. Wolfe, economist of Kent State U also addressed the group on "Selling Through Surveys".

Colorful Mr. Flack, pungently punctuating his remarks with sound effects of hand-in-mouth whistles, chimes and a booming voice, exhorted the sales group "to get in there and pitch instead of scaring hell out of prospects".

"You can't make footprints in the sands of time by sitting down," he said. "Private payrolls will reach about 10 billion dollars this year, farm income 2½ billion. Now is the time to take advantage of the greatest mass market in the history.

Let's Go To Work

"The companies that are on their toes are making readjustments to take care of this market," Mr. Flack added as he interjected pointed humorous anecdotes warmly appreciated by 200-odd present.

"Some companies have stopped singing the blues, and gone to work. Look at Van Camp's. Overnight, they were told they could pack no more pork and beans in tin cans, the company's largest seller. What did they do? They went out and bought a macaroni factory in Joliet, Ill., and started marketing Tenderoni. After six months, the sales of Tenderoni exceeds by $1,000,000 the semi-annual sales of pork and beans in the greatest year.

"Lipton's is another example. When the supply lines to the Far East presented transportation problems, Lipton's bought the Continental Soup Co., which made a dehydrated soup mix. Today, the company is 180,000 cases behind in deliveries.

"Hormel was forced to stop packing a number of its products. However, this year they will pack one billion cases of Spam. The company has never had an export market but, through lend-lease, Spam is being sampled in China, England, Russia, Ireland and other countries all over the world.

Loose-Wiles Promotes

"Loose-Wiles has had to change formulas, change merchandising, change packaging. But I am happy to say that we are enjoying the greatest sales this year, and that we are backing it up with the largest advertising appropriation in the history of the company.

"A salesman can take any point of view he wants to," Mr. Flack continued. "He can go around solving all kinds of weighty world problems about which he knows nothing, or he can go out and stick to his guns. He can become pessimistic and paralyze himself with fear or he can meet the challenge of unprecedented difficulties with unprecedented courage.

Dr. Wolfe's Observations

"According to the American Institute of Food Distributors, 100 million persons are today enjoying 40% more income than a year ago. America's food bill alone this year will be about 20 billion dollars. And sales managers should be habitually, eternally, consistently optimistic, on their toes to take every advantage of sales opportunities."

Dr. Wolfe told the group that radio understates its circulation through coincidental surveys that do not sample a representative cross section of the audience. The time will undoubtedly come when radio, he said, will have an organization similar to the Audit Bureau of Circulations.

"It is an established fact that listeners buy more advertised products than non-listeners," Dr. Wolfe stated. "Therefore, the station has to prove listenership, and this cannot be done by telephone surveys. There is an ever-increasing radio audience, and radio has proven itself to be a point of sales medium. It has an immediate sales appeal—it calls for action, and gets action. Retailers demand a point of sale medium, and retailers can make surveys for your station on the sale of merchandise advertised on your station."

Dr. Wolfe pointed out that a survey made by him a year ago showed that of the persons who were influenced in their buying by advertising, 64.6% said they were influenced by radio, 24.9% by magazines, and 10.5% by newspapers.

"However," he added, "there is no adequate quantitative measurement of the sales impact of radio advertising. People buy, but they don't know why they buy, and it is impossible to isolate the one factor that causes a woman to buy one product instead of another. On the other hand, the qualitative factor—purchases—can be accurately measured."

Dr. Wolfe, urging caution in the use of surveys, said that when properly interpreted, they are an essential and integral part of every sales organization. But misinterpreted, surveys can damage by claiming more than indicated, he said.

VICE-PRESIDENTIAL wives at the convention were (left) Mrs. Sidney N. Strotz, wife of the NBC Pacific v. p.; Mrs. Frank M. Russell, wife of NBC Washington v. p. Standing (l to r): Mr. Russell; William S. Hedges, NBC stations v. p.; Mr. Strotz.

War Has Little Effect on Spot Activity

Billings Up but Future Is Uncertain, NAB Clinic Reveals

ANSWERS to pertinent radio sales problems and personal business forecasts highlighted the national representatives' panel of the NAB Department of Broadcast Advertising May 13, with Joseph Weed, president of Weed & Co.; John Blair, president John Blair & Co.; H. Preston Peters, president of Free & Peters, and Edward Petry, president of Edward Petry & Co., performing in an informal question and answer session titled "Information Please on Spot Radio".

The war's influence on spot radio, new lines of potential revenue, the trend of types of spot business, package prices and other allied spot problems were introduced on behalf of the broadcasters by John Outler, WSB, Atlanta, of the NAB Sales Managers Committee, and briefly discussed by the station representative executives.

Questions and Answers

Humorous prizes were good-naturedly presented to the representatives for their discussions, with Mr. Blair receiving a genuine "smuggled-in Peruvian back-scratcher" to use on hard-to-handle agency people. Mr. Petry received a can of imported high-viscosity oil for his organization to keep the tones of sales solicitations on the usual high standard.

Mr. Peters was given a 24-karat gold English door-knocker, to knock down the doors of timebuyers who have 100-word announcements. Mr. Weed was given a nylon bristle brush to enable him to give the brush-off to station managers who want to know what is being done for them.

The following is a line-up of the questions submitted by station managers and the answers given by the station representatives:

Q—What effect has war had on national spot business?

A—To date there has been practically no effect, with spot billings approximately 20% ahead of the similar period of four months last year. As far as the fall is concerned, the percentage of increase is conjectural.

Q—What are the representatives doing to solicit new business to replace war casualties in national spot?

A—The national field is being explored and solicited, particularly that segment of advertiser who is not radio-minded but who has products that have been dormant as far as the radio field is concerned. One example is Sen-Sen of the American Chicle Co. It is hoped that those national advertisers will start promoting those products that have been shelved with reference to promotion these last few years.

Freezing of Prices

Q—What effect will the freezing of commodity prices have on spot business?

A—It is generally thought that spot business will not be curtailed

(Continued on page 44)

NEW ORLEANS GOES ALL OUT in its bid for the 1943 convention, staging one of the most colorful parties at the convention. Standing (l to r): Sam Fowlkes, New Orleans Chamber of Commerce; James Gordon, WNOE; Mrs. P. K. Ewing, WDSU; Harold Wheelahan, WSMB; Mrs. Wheelahan; P K. Ewing; Larry Baird WWL. Girls in crinoline are (l to r): Jane Tallman, Dorothy Hart, Dana Duray, Marilyn Ladd.

JANUARY 1941 . . . 66 STATIONS • MAY 1942 . . . 170 STATIONS

(READING TIME: I minute, 20 seconds)

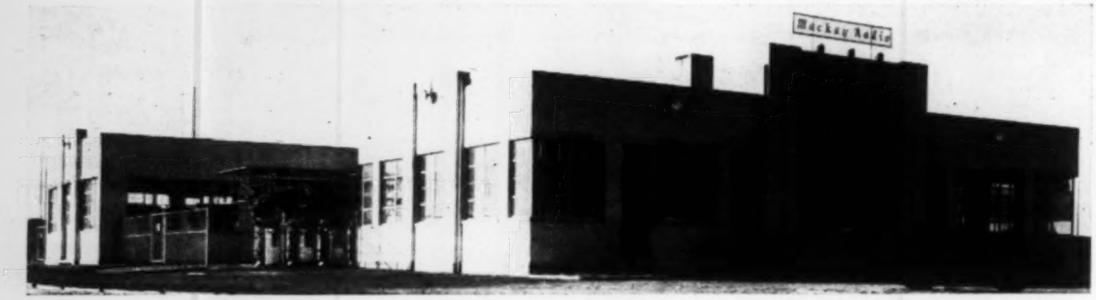
This is the

KEYSTONE BROADCASTING SYSTEM

- Many major wired network stations are beyond the reach of numerous areas in the United States. (See FCC report on chain broadcasting in Keystone's Brochure.)
- 170 affiliated stations on the Keystone transcribed network reach these areas at lowest per capita cost in radio history.
- KBS reaches small-town and rural consumers who now buy-at-home because of war-time driving and delivery restrictions.
- Programs now-on-the-air may be put on Keystone network, as is. (Large advertisers are now doing that.)
- In nearly all instances the KBS station is the *only* station in town.
- For the first time, a network operation has intensively penetrated the secondary markets of America.
- Population of this market area—59,922,058. Radio Homes—12,333,497. Drug Stores—21,041. Food Stores—162,621. (See Keystone Brochure for other groupings.)
- Cost of reaching potential Keystone market, 7 cents per thousand radio homes—the lowest cost in radio history.
- One contact, one package, one contract—enables the agency to service and handle this broadcasting, in the place of 170 separate negotiations and 170 daily or weekly dealings and shipments.
- Above is but a quick digest for executives. (Ask Keystone for outline of history, purpose, methods, statistics and 84 sustaining programs furnished per week without charge to KBS affiliates).
- **Ask more questions, if you have any. Address Keystone Broadcasting System, 580 Fifth Avenue, New York City, LOngacre 3-2221 • 134 North LaSalle Street, Chicago, STAte 4590 • 6331 Hollywood Boulevard, Hollywood, HEmpstead 0460.**

WRITE TO KEYSTONE FOR NEW ALL-COUNTY COVERAGE MAP

XUM



CBS JOINED WITH IT&T in expanding this plant at Brentwood, Long Island, for joint operation of Mackay Radio & Telegraph's point-to-point transmitter and the new international shortwave stations of CBS (WCRC, WCBX and WCDA) which feed the "Network of the Americas." Federal Telegraph Co., an IT&T subsidiary, built the two 50 kw. and the one 10 kw. shortwave broadcast transmitters for CBS, and Mackay designed and installed the antennas and extension of the building. Nearby are two 220-foot steel towers with auxiliary wooden poles which support the CBS 6 mc. antennas which use 50 kw. and which are used simultaneously for Mackay circuits. The plant is one of the most complete and modern known.

CBS to Dedicate New Latin Network

Welles, Other Notables Will Be Heard on First Program

WITH a full hour dedicatory program featuring Undersecretary of State Sumner Welles, President Anastasio Somoza of Nicaragua and other Latin American statesmen, as well as stars of opera, stage, screen and radio, CBS on May 19 will dedicate its new Latin American network, Cadena de las Americas.

Program, broadcast on the full domestic CBS network and on the 76 stations in the Latin American chain, will inaugurate a full program service to these stations and their listeners south of the Rio Grande.

The service of seven hours a day of news and entertainment, is to be short-waved from three CBS international transmitters in New York to the affiliate stations in 20 republics of Central and South America for rebroadcasting locally.

'Two-Way' Street

Conceived by William S. Paley, CBS president, as a "two-way street" of radio for interchange of information between American nations, the new network "was created on the very simple philosophy that strangers become friends only through the exchange of intelligence," Mr. Paley stated. "Continental solidarity," he said, "must be built on a foundation of understanding and genuine friendship. It is impossible for strangers to be friends; to be good neighbors means to be friendly neighbors."

With this idea taking shape in his mind, Mr. Paley in the fall of 1940 made a seven-week air tour of Latin American countries, talking to broadcasters and Government officials whom he found willing to cooperate. On his return to New York, he announced his trip had demonstrated the inadequacy of shortwave broadcasting alone to take North American programs to Latin-American audiences, since people there, as here, prefer to listen to their local stations.

Work was immediately begun on the erection of three new shortwave transmitters near Brentwood, Long Island; WCBX and WCRC, each operating with 50 kw. power, and WCDA, with 10 kw., which were completed early this year at a cost of more than $500,000.

While this work was in progress, Guy C. Hutcheson, CBS engineer, traveled for five months, nearly 25,000 miles, to visit each of the 76 CBS Latin-American affiliates, to consult with their technicians.

Meanwhile, Edmund Chester, who had resigned as head of the Latin-American division of AP to become CBS director of shortwave broadcasts and Latin-American affairs, was building up a staff of announcers, newsmen and artists with experience in reaching the Latin-American public.

Dr. Antonio C. Gonzalez, former United States Minister to Panama, Ecuador and Venezuela, was appointed assistant director of Latin-American relations. Robert Unanue, formerly an editor of *La Nacion*, Argentine newspaper, became CBS Latin-American news editor.

Talent Roundup

Program chief of the "network of the Americas" is William H. Fineshriber Jr., former music director for CBS' domestic network, who is attempting to provide a varied program schedule slanted to the Latin-American taste. With Terig Tucci, Argentina composer and conductor, now music chief of the new network, Mr. Fineshriber has assembled a staff of entertainers including Jose Crespo, former dramatic star of Spanish language movies; Juan Arvizu, Mexican tenor, whose recordings top the best selling record list in Latin-America; Olga Coelho, Brazilian folk singer and one of the most successful artists in Latin-America, and other headliners of Central and South America.

True to Mr. Paley's ideal, a half-hour program, *Calling Pan America*, is broadcast each Saturday on the CBS domestic network, bringing to United States listeners programs of Latin-American music and culture, originating in a different city each week and produced and broadcast from one of the CBS Latin-American stations. In addition to this regular series, many special programs from the Central and South American outlets are picked up and brought to the United States for re-broadcast.

Only requirement set by CBS for its Latin-American stations is that they carry a minimum of 20 hours a week of the programs shortwaved to them. For the present, programs on the new network are sustaining only. When conditions permit, however, it is anticipated that United States advertisers will use the network for export advertising.

To Continental Solidarity

"The prime purpose of our Network of the Americas is to contribute to continental solidarity," Mr. Chester stated, "and we believe that commercial programs have definite value toward this end, even without considering their financial phase. The system of commercial plus sustaining program service was the way network broadcasting was built up in the United States and we think it will work just as well in Latin-America.

"There are no commercial programs on the Axis shortwave radio," he continued, "and Latin-American listeners have long realized that this activity must be financed by the Axis governments and is therefore primarily a propaganda operation.

"We are proceeding mindful of the fact that lack of shipping facilities and other obstacles created by the war have curtailed both means and markets. Therefore, this operation does not open on the ground that it must have a commercial angle, but we expect that will prove a natural development later on."

PUBLIC SCHOOL teachers will study problems of radio production, writing, acting and the business and technical sides of radio in the Chicago Council Radio Workshop, June 29 to Aug. 7.

Program Arranged For AFA Meeting

Beck, Barton, McClintock Are Among Speakers Scheduled

PLANS are advancing for the 38th annual convention and advertising exposition of the Advertising Federation of America, to be held June 21-24 at the Hotel Commodore, New York, with the announcement of several speakers to be heard at the general sessions.

Thomas H. Beck, president of Crowell-Collier Publishing Co., New York, will speak at the opening general session, Monday, June 22, following Bruce Barton, president of BBDO, New York, who will deliver the convention keynote speech. Mr. Barton is chairman of the program committee.

Retailer Problems

Speaking at a quiz panel on "How We Are Solving Our Own Advertising and Selling Problems in Wartime" at the general session, June 24, will be Dr. Miller McClintock, director of the Advertising Council. Also participating in this discussion will be a well-known retailer, manufacturer, Advertising Club official and representative of advertising media. Carroll B. Larrabee, president, *Printer's Ink*, will serve as chairman of a clinic on packaging problems.

Sessions will be held on direct advertising, outdoor advertising, radio, house organs, premium advertising, marketing and merchandising, packaging, public utilities advertising and activities of the Advertising Club.

An innovation at this year's convention will be a Club President's Dinner Tuesday, June 23, with presidents of advertising clubs and of national groups affiliated with the Federation as guests of the Federation. Others are invited.

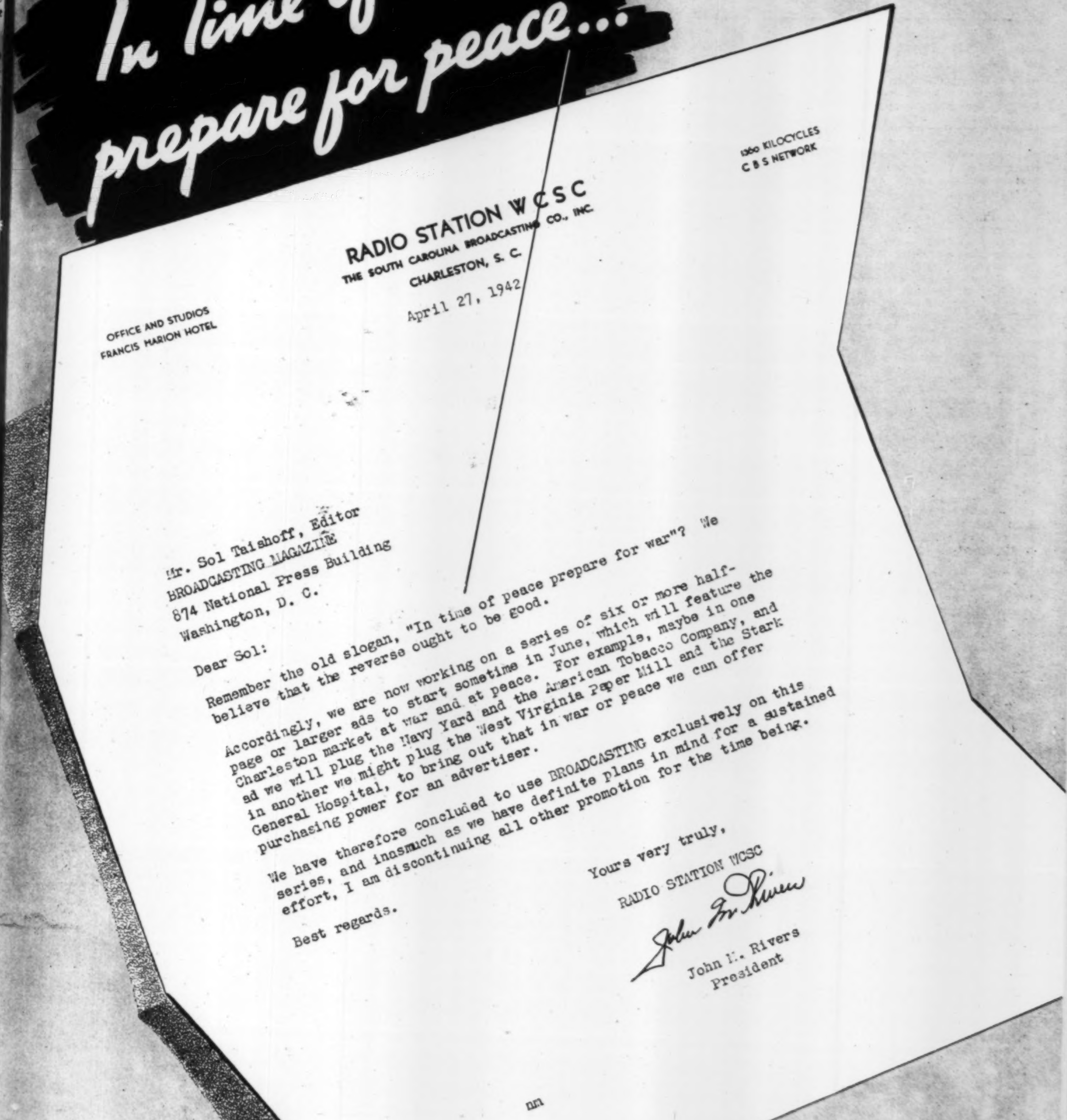
Yeast Fall Spots

NORTHWESTERN YEAST Co., Chicago (Maca yeast), has revised the schedule of stations carrying *Songs of a Dreamer*, transcribed quarter-hour [BROADCASTING, Oct. 13]. Program has been renewed for 35 weeks on the following stations and will be broadcast twice-weekly for 20 weeks and thrice-weekly beginning Sept. 14 for 15 weeks: WJR WIBA WMVD WCCO WMT KWTO WNAX KMMJ KFEQ WIBW KHQ KOMO WFAA WKY KOIN. Agency is MacFarland-Aveyard & Co., Chicago.

Express Series

AMERICAN EXPRESS Co., New York, is conducting a spot announcement campaign on WBNX, Brooklyn, WWRL and WEVD, New York, urging American listeners who have relatives in Great Britain and Eire to send money orders by American Express drafts for guaranteed delivery. Spots are placed on Irish programs on those stations at varying times per week. Agency is Caples Co., New York.

In Time of war prepare for peace...



RADIO STATION WCSC
THE SOUTH CAROLINA BROADCASTING CO., INC.
CHARLESTON, S. C.

1360 KILOCYCLES
C B S NETWORK

OFFICE AND STUDIOS
FRANCIS MARION HOTEL

April 27, 1942

Mr. Sol Taishoff, Editor
BROADCASTING MAGAZINE
874 National Press Building
Washington, D. C.

Dear Sol:

Remember the old slogan, "In time of peace prepare for war"? We believe that the reverse ought to be good.

Accordingly, we are now working on a series of six or more half-page or larger ads to start sometime in June, which will feature the Charleston market at war and at peace. For example, maybe in one ad we will plug the Navy Yard and the American Tobacco Company, and in another we might plug the West Virginia Paper Mill and the Stark General Hospital, to bring out that in war or peace we can offer purchasing power for an advertiser.

We have therefore concluded to use BROADCASTING exclusively on this series, and inasmuch as we have definite plans in mind for a sustained effort, I am discontinuing all other promotion for the time being.

Best regards.

Yours very truly,

RADIO STATION WCSC

John M. Rivers

John M. Rivers
President

mm

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Standard Conditions Governing Contracts for Spot Broadcasting

Adopted 1942, by American Association of Advertising Agencies and National Association of Broadcasters

APPROVAL of a new standard order form governing contracts for spot broadcasting was voted last week by the NAB board of directors upon recommendation of its Sales Managers Committee. Drafted largely at the instigation of the American Assn. of Advertising Agencies, whose board of directors approved the form 10 days earlier, the revision represents the first rewriting of the contract form since 1933. There are two forms—one for agencies and one for advertisers where there is no agency. The only difference between them is the elimination of commission where dealing direct with advertiser.

A. K. Spencer, of J. Walter Thompson Inc., was chairman of the AAAA radio committee which participated in the drafting of the contract form. Other members of the committee were Leonard Bush, Compton Advertising, New York, who, along with Mr. Spencer represented AAAA agencies, and M. J. Kleinfeld and Franklin Bruck, who represented non-AAAA agencies.

Members of the broadcasting industry committee were Gene Carr, WGAR, Cleveland, chairman of the NAB Sales Managers Committee, and Robert E. Dunville, WLW, Cincinnati, representing NAB stations, and Herbert L. Pettey, WHN, New York, for non-NAB stations. Herewith is the full text of the "standard conditions governing contracts for spot broadcasting" as approved by the two boards.

1. Payment

(a) The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this contract unless expressly otherwise agreed in writing.

(b) The agency personally agrees to pay for broadcasting covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c) In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d) Station's invoices for broadcasting covered by this contract shall be in accordance with the station's log and shall so state on each such invoice.

(e) Invoices should be rendered not less than monthly.

(f) Affidavits of performance shall be furnished by station on request of agency.

(g) The station reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

2. Termination and Renewal

(a) This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder. If agency so terminates this contract it will pay station according to station's rate card on which this contract is based for the lesser number of periods, for all services previously rendered by station. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached agency will pay station according to the rates specified herein, for all services previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b) The broadcast time (or times) covered by the contract may be renewed by the agency by giving station two (2) weeks' written notice prior to the expiration of the contract or any extension thereof.

3. Inability To Broadcast

(a) Should the station, due to public emergency or necessity, legal restrictions, Act of God, or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to agency except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission station will upon agency's request make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount: that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. Substitution of Programs of Public Importance

(a) The station shall have the right to cancel any broadcast covered by this contract in order to broadcast a sustaining program which it deems to be of public importance. In such case, the station will notify the agency in advance, if possible, but in any case immediately after such broadcast, that agency's program has been cancelled.

(b) The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

(c) In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this contract, except that agency shall not be required to pay for the cancelled program.

(d) In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon, and the station shall reimburse the agency any non-cancellable cost of live talent.

SWITCH is ready at WLAC, Nashville, to turn on new 50,000 watts setup. F. D. Binns, chief engineer, is seen making the final check on the equipment, ready to go into action in the near future.

5. Rates

(a) It is agreed that the rate named in this contract is the lowest rate made by the station for like services and that if at any time during the life of this contract the station makes a lower rate for the same services, this contract shall be completed at such lower rate from that date.

(b) All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

(c) If this contract is continued beyond the time specified herein, the additional broadcasts shall be considered part of this contract, and the same rate shall apply until any lower rate prevailing at the time this contract is made shall have been earned; and then such lower rate shall apply to the whole contract. This provision shall not, however, cover a service rendered by station later than one year from the date of the first broadcast.

(d) In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

(e) In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

(f) All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. Programs

(a) The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

(b) Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

(c) Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietory rights, resulting from the broadcasting of the programs herein provided for in the form furnished by the agency. The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will save agency and advertiser harmless against all such libility with respect to music on station-built programs. Station will save agency and advertiser harmless against all such liability with respect to music on agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music on agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

(d) Notwithstanding the indemnitor (party hereto on whom duty of defense is imposed) shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall have the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent, the litigation and the responsibility of the parties hereto may be handled in some other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

(e) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

(f) The provisions of this paragraph shall survive any cancellation or termination of this contract.

7. General

(a) This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

(b) The rights under this contract shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(e) All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

(f) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

NAM-Blue Series

HOW the American people work for victory will be told in a weekly series *This Nation at War*, starting on the BLUE May 26 in cooperation with the National Assn. of Manufacturers. From the lumber camps of Oregon to the oil fields of Southern California, from shipbuilding yards on the Atlantic seaboard to the wheat country of Kansas, the programs will present "on the scene" factual reports on what the nation is doing to win the war, with first-hand descriptions by BLUE correspondents and by war workers themselves.

Named to School Group

NEW MEMBERS of the advisory committee for the sixth annual School Broadcast Conference to be held at the Morrison Hotel, Chicago, Nov. 11-13, have been announced by George Jennings, director, as follows: H. B. Summers, public service program director of the BLUE; Luke Roberts, KOIN, Portland, Ore.; Kathleen Lardie, Detroit public schools; Luella Hoskins, New York U; John Gunstream, state department of education, Austin, Texas; Phil Cohen, OFF; Lyman Bryson, CBS.

Pa. Hookup for Wine

BISCEGLIA BROS. Corp., Philadelphia, will start May 25 a new radio campaign in Pennsylvania on three stations for its Greystone Wines. John B. Kennedy, news commentator, will do his broadcasts for the sponsor in New York, and they will be carried by direct line to WCAU, Philadelphia, and broadcast as well by WGBI, Scranton, and KQV, Pittsburgh. Kennedy will broadcast Monday, Wednesday and Fridays, 6-6:10 p.m. Contract is for 52 weeks. Agency is J. M. Korn & Co., Philadelphia.

SATISFIED SEPTET, but beaming faced executives in close harmony scrutinizing a signed 52-week contract which made Seaside Oil Co., Santa Barbara, Cal., sponsor of a thrice-weekly quarter-hour newscast on 12 BLUE western stations, starting May 18. Beamers are (l to r), Kevin Sweeney, BLUE Western division sales promotion manager; Myron Elges, Hollywood account executive of that network; F. E. McLaren, vice-president and general manager of Seaside; Tracy Moore, BLUE West Coast sales manager; G. B. Tucker and William Frogge, advertising manager and Los Angeles sales manager, respectively of the petroleum firm.

Another by Cooper

KENT COOPER, general manager of AP, and song writer, composed both music and lyrics of "Love Is!", which had its premiere on the NBC *Cities Service Concert* May 15. Cooper never thought of offering his songs to the public until Niles Trammell, NBC president, heard him play "Dixie Girl" and suggested it for broadcast. The song—his first published work—was heard exactly a year ago on the same NBC program. Seven Cooper songs have been heard on the air to date.

ACA War Session

CANADIAN advertising on active service will provide the theme of the semi-annual meeting of the Assn. of Canadian Advertisers at Toronto June 5. The meeting is to help advertisers clarify their views and adjust themselves to the new objectives for wartime advertising. Byrne Hope Sanders, director of the Consumer Branch, Wartime Prices & Trade Board, will speak on "What the Women of Canada Expect of Advertisers Today" and Joe Clark, director of public relations for the Canadian Army and the Royal Canadian Air Force will speak on the contribution made by advertising and publicity to the building of the armed forces.

JEAN HARGRAVES SIMPSON, script writer of the Chicago Radio Council, has received an award from the National Federation of Press Women for her adaptation of *Treasure Island*, heard on a recent school broadcast series.

KEEPING THE HOME FIRES
BURNING

WHIZ serves one of America's richest coal mining areas—Southeastern Ohio. Thousands of WHIZ listeners mine the fuel that feeds America's production plants. Reach them through the medium they depend upon for news and top entertainment.

WHIZ
ZANESVILLE, OHIO

We're here in
Zanesville, Ohio

"OHIO'S BIGGEST LITTLE RADIO STATION"

NBC Red & Blue . . . Blair Represents Us Nationally

Pure Oil Expands Kaltenborn's Time; Marling Tells Why

To Maintain Dealer Morale In Gas Rationing and Tire Bans

STARTING May 11, news analyst H. V. Kaltenborn began a new wartime schedule of broadcasts, five times a week on 38 NBC stations for Pure Oil Co., Chicago.

"By expanding our radio time from three to five quarter-hours a week," F. H. Marling, Pure Oil's advertising manager, told BROADCASTING, "the Pure Oil Co. feels it is not only performing a public service but also supporting Pure Oil dealers with additional advertising at a time when they need it most."

"In the face of gasoline rationing, the ban on tire sales, and uncertain market conditions, our dealers are confronted with unusual problems," Mr. Marling said. "Now more than ever before, we feel the necessity of maintaining dealer morale. We want to bring new customers into the stations of our dealers, educate the dealers in performing new and helpful services for car owners, and give them all the support we can in the difficult times ahead."

Pure Oil, with distribution in 22 Midwest, Central and Southeastern States, began the Kaltenborn broadcasts on a twice-a-week basis in May, 1939, expanding the program to three-a-week in September, 1939. The account is placed through Leo Burnett Co., Chicago.

The Company's Aims

"The program fits our advertising requirement," Mr. Marling said. "We want a consistent and uniform advertising schedule to build prestige for our company—as well as to do a straight selling job for our dealers. The institutional and goodwill accomplishments of the radio program can be gauged by the thousands of commendatory letters our company has received direct from listeners. Mr. Kaltenborn himself has recently been receiving 3,000 letters and telegrams a week."

Tangible evidence of the sales impact of the program is indicated by the public response to offers made and promoted on the broadcasts. In three years, more than 3,000,000 maps and booklets have been distributed to listeners who had to call at Pure Oil dealer stations to get them.

These offers tied in with the program, enhancing the prestige value of the broadcasts. Moreover, dealers were convinced of the effectiveness of radio when motorists drove into their stations, asking for maps offered on the Kaltenborn program only a few minutes before. More than that, a large percentage of these motorists were introduced to Pure Oil products at the same time, according to dealers.

Considerable planning and intensive research has gone into keeping these offers timely. A series of war maps, revised to keep pace with swiftly moving events, helped keep the public informed during the first year of the war. In 1940, with public attention centered on the presidential election, a campaign handbook, with historical and current presidential data, was published. A series of booklets on the Army, Navy, and Marine Corps followed.

The greatest response to any offer by the company on the Kaltenborn program took place last January when *Kaltenborn's 1942 War Atlas*, with 16 pages of maps in full color, showing world battlefronts, drew 750,000 requests from motorists who paid dealers 10 cents each.

H. V. KALTENBORN, the veteran news commentator now sponsored five nights a week on NBC by Pure Oil Co., Chicago, locates the world's hot spots on the globe, a gift from F. H. Marling, advertising manager of the company (right), on the occasion of Mr. Kaltenborn's 20th anniversary on the air at New York testimonial dinner in April.

Don McNeill, Bob Hope, Ameche Lead In Annual Poll by 'Movie-Radio Guide'

DON McNEILL, m.c. of the NBC *Breakfast Club* program, is winner this year of the "Star of Stars" honor in the 1942 annual listener poll conducted by *Movie-Radio Guide*. Runners-up are Bob Hope and Jack Benny, NBC comedians, who were the two top winners in last year's poll. The *Breakfast Club* continued to hold top place also in the "Favorite Program" classification.

Bob Hope and Jack Benny are the top comedians this year, while best actor and best actress again go to Don Ameche and Helen Hayes, respectively. The CBS *Lux Radio Theatre* is top dramatic program, Kay Kyser's *College of Musical Knowledge* on NBC is best musical. Complete results of the poll follow:

Radio Star of Stars—Don McNeill, Bob Hope, Jack Benny, Jessica Dragonette, Bing Crosby, Red Skelton, Kate Smith, Joan Blaine, Edgar Bergen, Fibber McGee.

My Favorite Program—Breakfast Club, One Man's Family, Kraft Music Hall, Fibber McGee & Molly, Bob Hope Show, Jack Benny, Lux Radio Theater, Saturday Night Serenade, Red Skelton Show, Information Please.

Best Comedian—Bob Hope, Jack Benny, Red Skelton, Fibber McGee, Fred Allen, Edgar Bergen, Eddie Cantor, Don McNeill, Bob Burns, Ransom Sherman.

Best Actor—Don Ameche, Les Tremayne, Edward G. Robinson, Ezra Stone, Orson Welles, Gary Cooper, Hugh Studebaker, Chares Boyer, Clark Gable, Michael Raffetto.

Best Actress—Helen Hayes, Barbara Luddy, Bette Davis, Joan Blaine, Betty Winkler, Madeleine Carroll, Shirley Temple, Ona Munson, Jeanette MacDonald, Barbara Stanwyck.

Best Announcer—Don Wilson, Milton Cross, Bob Brown, Ken Carpenter Harry Von Zell, Harlow Wilcox, Bill Goodwin, Durward Kirby, Richard Stark, Jim Ameche.

Best Male Singer of Popular Songs—Bing Crosby, Jack Baker, Lanny Ross, Kenny Baker, Dennis Day, Frank Munn, Barry Wood, Curley Bradley, Harry Babbitt, Gene Autry.

Best Woman Singer of Popular Songs—Nancy Martin, Kate Smith, Dinah Shore, Ginny Simms, Mary Martin, Frances Langford. Connie Boswell, Bea Wain, Jessica Dragonette, Marion Mann.

Best Male Soloist of Classical Songs—Richard Crooks, James Melton, Frank Munn, Jack Baker, Lanny Ross, Jan Peerce, Conrad Thibault, Kenny Baker, John Charles Thomas, Bill Perry.

Best Woman Soloist of Classical Songs—Jessica Dragonette, Lucille Manners, Gladys Swarthout, Margaret Speaks, Lily Pons, Francia White, Jean Dickenson, Rise Stevens, Vivian della Chiesa, Marion Claire.

Best News Commentator—Lowell Thomas, H. V. Kaltenborn, Walter Winchell, Elmer Davis, Gabriel Heatter, Fulton Lewis Jr., H. R. Baukhage, Raymond Gram Swing, Boake Carter, Cal Tinney.

Best Sports Commentator—Bill Stern, Ted Husing, Bob Elson, Red Barber, Guy Savage, Hal Totten, Fort Pearson, Paul Douglas, Clem McCarthy, Jim Britt.

Best Dance Orchestra—Guy Lombardo, Kay Kyser, Glenn Miller, Wayne King, Fred Waring, Horace Heidt, Sammy Kaye, Abe Lyman, Freddy Martin, Phil Harris.

Best Dramatic Program—Lux Radio Theater, One Man's Family, Aldrich Family, Mr. District Attorney, I Love a Mystery, Gulf Screen Theater, Silver Theater, First Nighter, Big Town, Abie's Irish Rose.

Best Quiz Program—Information Please, Quiz Kids, Dr. I. Q., Take It or Leave It, Truth or Consequences, Kay Kyser, Battle of the Sexes, Vox Pop, How'm I Doin'?, What's My Name?

Best Musical Program—Kay Kyser, Hit Parade, Breakfast Club, Hour of Charm, Voice of Firestone, Kraft Music Hall, Waltz Time, Pleasure Time, Album of Familiar Music, Telephone Hour.

Best Daytime Serial—Vic & Sade, Bachelor's Children, Ma Perkins, Road of Life, Story of Mary Marlin, Big Sister, Life Can Be Beautiful, Valiant Lady, Against the Storm, Myrt and Marge.

MOVIES CONTRACT FOR RADIO TALENT

GAIL LAUGHTON, swing-harpist, on the weekly NBC *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a part in the Paramount picture "Happy-Go-Lucky'. She will also be featured with other members of that radio program in a film tentatively titled "Here Comes Elmer", to be produced by Republic Studios. Harry (Pappy) Cheshire, entertainer for KMOX, St. Louis, has been contracted for a major role in the Republic picture, "Hi, Neighbor".

Joan Davis, comedienne on the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), has been signed for a two-picture deal by Columbia pictures. Her first is scheduled to start immediately. The comedienne's first book, *Laughter Insurance*, which goes on sale June 1, is being considered for her second vehicle.

Columbia Pictures is negotiating purchase of Norman Corwin's radio play, "My Client Curley". Presented over CBS two years ago, the radio play is built around a dancing caterpillar which becomes a theatrical sensation.

Second Program Report Is Conducted by Hooper

C. E. HOOPER Inc. has announced addition of a second monthly evening national program ratings report, beginning this month. New report will be based on telephone interviews with approximately 100,000 homes contacted during the seven evenings starting the 15th of each month, as the former report, which is being continued, is based on calls made during the first through the seventh evenings of each month.

With the addition of this new evening report, the Hooper daytime report will be moved up a week and henceforth based on interviews made from the 8th to the 14th days of each month inclusive. A simplified reporting form has been developed through which the organization expects to cut 36 hours from the time required for tabulation and printing, which now puts seven days between the end of the interviewing week and the publication of the ratings.

Campbell Drops Burns

CAMPBELL SOUP Co., Camden (soups), following broadcast of June 9 will discontinue the weekly half-hour *Bob Burns Show* on 65 CBS stations for 13 weeks, with no summer replacement announced. Series resumes Sept. 15, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 9:30-9:55 p.m. (PWT). Besides Burns, cast currently includes Bill Artzt's orchestra, with guest artists. Del Sharbutt announces. Thomas Freebairn-Smith is Hollywood producer of Ruthrauff & Ryan.

A SERIES titled *Scottish Clans*, now heard on BBC, is being offered in a group of 12 transcriptions to all stations in the United States. The first of the transcribed programs will be available for general distribution shortly.

Purely PROGRAMS

ANOTHER espionage series to be heard on BLUE, since the network abandoned its policy of barring espionage and sabotage themes [BROADCASTING, May 11, 1942], features a character who works against professional paid enemy spies in this country. Titled *Counter-Spy*, the series consists of weekly half-hour dramatic programs, starting this week [May 18].

* * *

Ma's Tales

MEMORIES of 30 years derived from a collection of clippings of human interest stories and poetry provide the basis of *Ma Bigham's Scrap Book*, aired each Saturday morning over KOH, Nevada. *Ma Bigham* is 68 years old and she draws from her clipping collection of the last 30 years interspersed with a musical background.

* * *

Russian Exploits

EXPLOITS of Russia's soldiers, guerrillas and civilians in their war against the Nazis will be dramatized in a series of authenticated playlets, starting on WNEW, New York, this week. Program is presented under the auspices of the Russian War Relief Society, to promate a spring campaign to raise funds to help the Russians.

* * *

Service Tunes

SOLDIER CHORUSES provide music for a quarter-hour of *The National Barn Dance* on WLS, Chicago. Cash awards are given to servicemen who volunteer as soloists during the quarter-hour of canteen harmony from the old Chicago Customs house. A representative of the 6th Corps Area gives a brief talk on each Saturday evening broadcast.

* * *

Airmen Antics

FEATURING talent from the local Army air base, KEX, Portland, is presenting a new air show, *Air Base Hi Jinks*. The program is presented from the auditorium of the city's new George White Service Men's center. Written by Edward Anthony, continuity chief, the show is produced by Homer Welch, production director.

* * *

British Contact

TO ESTABLISH a closer contact between American servicemen in the British Isles and their homes in this country, MBS now broadcasts weekly meetings of the "American Eagle Club" direct from London. The club, composed of American service men on duty in England, meets every Saturday evening.

* * *

Place in the Service

TO HELP DRAFT-AGE men find a post in the military services best suited to their previous training and the wartime needs of the nation, representatives of each branch of the armed forces have started a weekly panel discussion titled *Today's War & You* on WBBM, Chicago.

All About Aviation

A CAVALCADE of aviation, dramatizing exploits of American airmen from the first flight of the Wright Brothers to our modern air forces, is presented on MBS in a weekly series *Americans at the Ramparts*, formerly heard locally only on WGN, Chicago Mutual outlet. Each week the program will salute a branch of the armed forces.

* * *

Prior to Slumber

BEDTIME STORIES for sophisticates fill the five-minute period just before *Say It With Music*, all-night all-music program, goes on WJZ, New York at 1 p.m. Termed an experiment by WJZ, the program is titled *Peter Hayward, Yankee Fabulist* and occupies a former news period.

Newspaper Column Aired

RADIO GOSSIP in the Wheeling, W. Va. *Listenin' In* newspaper columns is now being aired once weekly by writer Paul J. Miller, production manager of WWVA, Wheeling. Radio personalities are interviewed and each show ends with a series of "best bet" programs for each night of the coming week.

* * *

Travel Facilities

TO PROMOTE transportation conservation WCAR, Pontiac, daily features *Let's Ride Together*. Pontiac Plan, basis for the program, is scheduled to be the model for national adoption according to an announcement by Joseph B. Eastman, director of the Office of Defense Transportation.

* * *

Novice Songs

AMATEUR songwriters are given a chance to bring their tunes before the public, and well-known songwriters tell how to crash "Tin Pan Alley" and play their own hits on *Songwriters on Parade* on WWRL, New York.

Send Off

LAST MINUTE words of inductees from all over Connecticut are being broadcast from the Hartford Army induction center over WDRC, WTIC, WTHT and WNBC. Originated by Franklin M. Doolittle, WDRC general manager, the plan has won the approval of Army authorities, as well as city and state officials. It consists of interviews, entertainment and talks which gives the boys a lift as they leave for grimmer jobs.

HERB POLESIE, Hollywood radio writer-producer, will produce a golfing film short subject built around Bing Crosby and titled "Don't Hook Now". John Scott Trotter, musical director of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., is writing the musical score.

In Chicago you can still get the best in radio — WGN

The war has forced the use of many substitutes, but in Chicago, you can still get the best in radio—W-G-N.

That W-G-N is the best buy in Chicago is attested to by those who give the Chicago market closest study—buyers of spot time. For W-G-N carries more local and national spot time than any two major Chicago stations combined.

A Clear Channel Station

50,000 Watts 720 Kilocycles

MUTUAL WGN BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

CLEVELAND GROUP TOLD ABOUT RADIO

RADIO is performing a great public service "and will continue to perform it as long as the American system of broadcasting prevails," Jennings Pierce, public service director of the NBC Western Division, told an assembly of 200 members of the Radio Council of Greater Cleveland and delegates to the NAB Cleveland convention last Tuesday. Mr. Pierce, speaking with several others in a panel sponsored the RCGC, a woman's listener interest group, declared that although radio was beset by war conditions, music wars and FCC attempts for rigid regulation, its programs and functions had survived unscathed.

Others speaking at the session, conducted by Mrs. Walter V. Magee, president of the local group, were Neville Miller, NAB president, who delivered a brief welcome talk; B. S. Bercovici, news commentator of MBS and WJW, Akron, comparing American newscasts with those of our enemies; Guy Hickok, of the Office of The Coordinator of Inter-American Affairs, outlining the shortwave job being performed by our international stations; John Karol, of the CBS market research staff, speaking on CBS program policies.

Fred Weber, MBS general manager, was to have addressed the gathering, but was called to Washington at the last moment and his place was taken by Robert Schmid, MBS sales promotion director.

What Govt. Asks

(Continued from page 11)

this matter is the Government's. The Government of a democratic country in time of peace as well as in time of war but particularly in time of war, has a basic duty to see to it that the people are adequately informed, a duty it cannot transfer, a duty of which it cannot relieve itself.

The fact that in ordinary times the labor of informing the people is skillfully and effectively performed by the commercial channels of communication, the fact that we in the United States rely habitually upon a press and radio which have never been surpassed in any country, a press and radio which have produced between them the best-informed nation in the world —that fact does not relieve the Government of its duty to the people.

A democratic society cannot function unless the people are fully and promptly and accurately informed of the activities of their government, and of the problems with which their Government is faced. If they are not thus informed, the fault is Government's however justifiably Government may have relied on other channels in the past.

But though the basic obligation and the basic responsibility is Government's, it is nevertheless possible as between the Government and the commercial channels to establish another responsibility, and that responsibility, as I see it, has been established as between you and ourselves, as between the radio industry and the Government, by the nature of our cooperation.

We have not asked for the partial loan of your facilities. We have asked for the performance of a job, and you on your part have agreed to perform it.

We have not asked for the privilege of telling you what to do so many minutes or so many hours a day. We have asked you to decide for yourselves what needs to be done, to secure the result you and we agree must be accomplished.

No Begging

We, in other words, will tell you what our information policies are. We will tell you what information, what messages, what instructions the various departments of the Government, the armed services, the Treasury, the Office of Price Administration, the War Production Board, want delivered to the people. We will keep you informed of the statements of the leaders of the Government on the nature and progress of the war. We will tell you of the desperate necessity for communication of these statements, these messages, this information to the people, but we will leave it to you to devise the effective means by which the job can be done.

We will, of course, answer your questions when we can, but we will beg you not to wait on Washington, not to turn to us for instructions, but to do the job.

Let me repeat: It is not your antennae, your electrical installations or your control rooms, your microphones, your programs or your audiences we want. It is you —your brains and hearts, your experiences and your ingenuity.

It is not the time of your stations we ask for, but your own; the time you live by, the best time of the best hours of your best and most productive working days.

You have something to give this war which no other body of men could possibly give it. You have the experience which has made American radio what it is. You have the inventiveness, and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world.

We ask you to mobilize these qualities for the winning of this war. We ask you to conceive and perfect yourselves and to put into effective operation yourselves the methods by which these people may be reminded of its cause, warned against its enemies, foreign and domestic, informed of the sacrifices it must make and the labors it must perform, and brought to the ultimate and final victory to which we all are pledged.

They Want the Truth

The American people do not need exhortation; they do not need and do not want the promises and threats which the Nazi radios pour upon the German people; they do not need and will not abide the hysteria, the false heroics, the brassy rhetoric of the Italian loudspeakers.

They need, and want, and are entitled to have, the truth; they need and want and are entitled to know what is expected of them, what they are required to do. Once they know these things the rest will be accomplished.

The cooperation of radio and Government can mean that the American people will be given what they have a right to have, insofar as it lies within the power of radio and Government to give it. You have met here in a convention devoted to the problems of radio and the war.

Many questions, great and small, will arise in this convention, but surely no question will arise of greater or more searching importance than the question posed by your relation to the Government in this common undertaking.

Surely radio has never accepted from the beginnings of its history, an assignment equal in significance to the assignment this war has imposed upon you. It is an assignment, the significance of which will increase rather than diminish if gas shortages and rubber shortages restrict the coverage of those channels of communication which depend on wheels and motors.

Radio may be compelled by force beyond the control of any man to accept burdens it has never so much as imagined until now.

I know you will not think me presumptuous if I express the hope that this convention will devote its principal efforts to preparing now to meet the greatest challenge your industry, perhaps any comparable industry, has ever faced.

War on Waste

IN AN open declaration of war—on waste—WOR, New York, has launched a project to conserve office material, equipment and supplies. "Don't throw it away—stow it away!" is the station's battle cry as J. R. Poppele, chief engineer, leads the drive. Waste Wardens are appointed to supervise collection, rationing and salvaging in each department. Every member of the staff received a four-page bulletin outlining 24 specific ways to avoid waste.

For Polish Listeners

THE foreign language division of WJBK, Detroit, has translated *Divide and Conquer* into Polish for distribution among its Polish-speaking listeners. The translation was done in cooperation with Barc Bros., publishers, who printed the booklet without profit. Reprint was produced with permission of the Office of Facts & Figures who originally prepared the booklet.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

Stations Favor War Theme Plan

Indicate Approval, Ask Aid at Session With OFF Chiefs

HOW THE NETWORK Allocation Plan works, and how to use the *Radio War Guide* for station emphasis on war themes, were explained to a breakfast session of the NAB last Tuesday, staged as an OFF roundtable at which officials of the Office of Facts & Figures discussed their problems informally with station staffmen. Participating were William B. Lewis, associate director and radio chief of the OFF; Seymour Morris, OFF advertising agency liaison; Anthony Hyde, of the OFF campaigns division.

That a confusion of ideas still exists in Washington informational circles, was manifest from the colloquies, with the station men wondering just what to do with material still pouring in from individual Federal agencies. All showed intense interest in the allocations and priorities plan. [BROADCASTING, April 20.] It was virtually unanimously endorsed in principle, though it was admitted on all hands particularly by the OFF officials, that many kinks remain to be ironed out.

Help Local Committees

Stations were urged to adapt the periodically suggested themes to local war committee efforts. The Network Allocations Plan chart, Mr. Lewis said, will not be issued regularly, but the *Radio War Guides* sent to stations will go out as often as deemed necessary. For the week of May 25, for example, AA priority emphasis will be suggested on the need for nurses, and radio will be asked to bend its efforts to get them for the war services and to urge those in retirement to volunteer their services.

The stations indicated they were eager to get the same fact sheets, on which they can base their own "war commercials", that are being sent to the agencies and advertisers on network accounts. This was promised them. Also some stations indicated a desire to get pre-fabricated announcements and blurbs from OFF, ready to go on the air. Need for these among smaller stations without adequate continuity personnel was particularly emphasized.

Flag Day Plans

OFF in cooperation with the Office of Civilian Defense will shortly send out a manual to be used as the basis for Flag Day observances. President Roosevelt has asked that this year's Flag Day, June 14, should be dedicated not merely to the American flag but to those of all the United Nations.

Mr. Hyde, formerly with Lord & Thomas, told the gathering that four basic themes should be emphasized in war broadcasts: (1) Make the people conscious of the term "United Nations"; (2) Counteract enemy propaganda; (3) urge that united action through the United Nations is the only way we can win not only the war but the peace; (4) tell the public to work together always to win the war, talk about victories, avoid defeatist talk.

WILLIAM B. LEWIS

Lewis Is Keynoter At Award Meeting

WILLIAM B. LEWIS, former CBS vice-president in charge of broadcasts, now serving as assistant director of the OFF, will be the keynote speaker on "Radio's War Job" at the eighth annual award luncheon May 19 at the Hotel Pierre, New York, by the Women's National Radio Committee.

Presiding will be Mme. Yolanda Mero-Irion, founder and chairman of the WNRC, who will announce the committee's radio awards, this year to cover music, drama, entertainment and talks, including quizzes, speakers and forums.

One of the highlights will be first hand accounts of "Broadcasting Under Fire" by six network correspondents, including Max Jordan, NBC's former European representative; Fred Bate, former NBC representative in London; Elizazeth Wayne, MBS correspondent recently returned from Java; Major George Fielding Eliot, CBS military expert; Helen Hiett, BLUE commentator noted for her broadcast on the bombing of Gibraltar, and Alex Dreier, former NBC correspondent in Berlin.

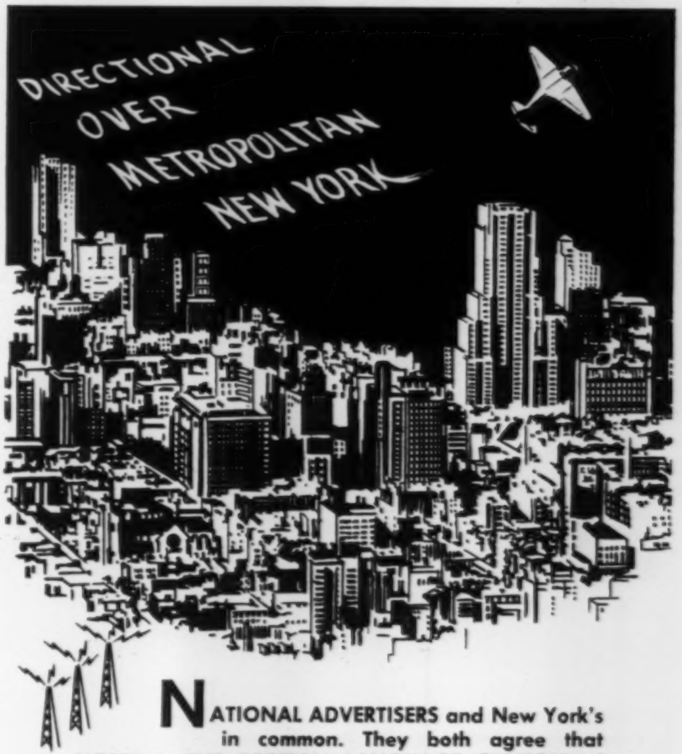
Other talks at the luncheon will be given by Mrs. Lytle Hull, vice-chairman of the New York State War Savings Staff, on "How Radio Sells War Bonds"; by Rosemary Barck, Swedish member of the CBS shortwave staff, "On the Shortwave Radio Front", and by Lisa Sergio, commentator of WQXR, New York, "An Accolade to the Overseas Broadcasters." Mutual will broadcast the announcements of the awards and introduction of guests of honor, 2:30-2:45 p.m., while WQXR will carry the complete proceedings from 1:30 to 3:15 p.m.

Guests of honor will be Neville Miller, president of the NAB; Niles Trammell, president of NBC; Alfred J. McClosker, chairman of the board of MBS; Mark Woods, president of the BLUE; William S. Paley, president of CBS; George V. Denny Jr., moderator of the BLUE program America's *Town Meeting of the Air;* Lyman Bryson, CBS director of talks and education; Theodore Granik, director of the Mutual *American Forum of the Air*; H. V. Kaltenborn, NBC news analyst; Paul Schubert, MBS naval expert, and Gabriel Heatter, MBS news commentator.

Radio Paris Wrecked

RADIO PARIS, major outlet for Nazi propaganda, was silenced by saboteurs last Monday, according to a United Press report from Vichy. Story said that the transmitting towers, located near Bourges, 130 miles south of Paris, were felled by dynamiting their bases, disrupting longwave transmission for Radio Paris and shortwave broadcasts of Radio Mondial and Radio Coloniale. "Destruction of the Paris transmitting facilities was so thorough that the station is expected to be silent on its normal wavelength for many weeks," UP stated.

CKTB, St. Catherines, Ont., is now represented in Ontario and Quebec by Jack Alexander.



NATIONAL ADVERTISERS and New York's in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE
Buy U.S. Bonds Today!

PRESS-RADIO GROUP NAMES KIRCHHOFER

APPOINTMENT of A. H. Kirchhofer, managing editor of the *Buffalo Evening News* and directing head of WBEN and WEBR, to the Steering Committee of the Newspaper-Radio Committee was announced last Monday in Cleveland following a meeting of the group.

Mr. Kirchhofer succeeds Nelson P. Poynter, publisher of the *St. Petersburg Times* and owner of WTSP, whose Government service with the Coordinator of Information motivated his voluntary retirement. The committee at a meeting in New York last month elected H. Dean Fitzer, *Kansas City Star* (WDAF) as treasurer, succeeding Tennant Bryan, of the *Richmond News-Leader*, now on active duty with the Navy.

Present were Chairman Harold V. Hough, WBAP-KGKO, Fort Worth; Walter J. Damm, WTMJ, Milwaukee; John Person, WRAK, Williamsport; Howard Lane, KFBK, Sacramento; Jack Howard, Scripps-Howard Radio Inc.; Mr. Fitzer, and Sydney M. Kaye and Abe Herman, counsel.

TROUPING through Western Missouri and Eastern Kansas, KMBC's *Victory Caravan* has an announced goal of a "Hundred Grand for Uncle Sam". In its first three stops the group has already raised $30,000. The troupers are 25 members of the KMBC staff who contribute their time and talent each Thursday night for a two-hour performance. Admission is a 25-cent stamp and bonds are sold during the intermissions.

OLD CRO
RED
LIFEBUOY
WNAC
RED SOX
YANK

SLUGGERS Ted Williams and Jimmy Foxx of the Boston Red Sox were honored May 5 with bronze plaques presented to them by the Yankee Network—Williams for his .406 batting average of last season and Foxx for driving in more than 100 runs for each of 13 consecutive years. They are (l to r) Fred McLaughlin, special events director of the Yankee Network, Foxx, Williams and Jim Britt, network sportscaster.

Equipment Pool

(*Continued from page 22*)

Commands in the various areas so that stations will not be taken off the air needlessly, handling of the technical personnel shortage, insure protection against sabotage of transmitters and plans for salvaging, repairing and revitalizing of tubes. Lack of coordination among Interceptor Commands should be corrected, he urged.

Mr. Ring, in explaining the broad conservation plan, said that a serious tube shortage exists. But WPB feels that many stations have spare tubes and that these should be used up before allocation of materials for new production is authorized. Several plans have been discussed, he said, with the DCB committee finally recommending the conservation plan.

The plan embraces setting up of 17 conservation areas, with an inventory to be made in each area on all available equipment, and provisions to be made for interchange of equipment among stations in each area and in other areas where necessary. While the plan would be administered by the Government, there would be set up in each district three administrators, one of whom would be a station executive, the second a technical man who knows broadcast operation and who would undertake inspection of all stations in the area to insure peak operation to lengthen the life of equipment, and the third a general station executive.

The whole plan hinges upon procuring replacement material from WPB when the overall inventory approaches exhaustion, Mr. Ring explained. Thus, a complete inventory of new equipment could be made available at one time with an adequate check on the supply for the entire industry, rather than the existing piece-meal basis.

He said the industry should get together on a concentrated effort to learn just what it has in the way of reserves and to show just how little material is needed to keep radio going full-blast. This project calls for careful study, he declared.

J. A. Berman, of Shure Bros., Chicago, pointed out that radio parts distributors have a somewhat similar project in mind and that the whole matter was going to be discussed at a meeting of parts distributors in New York, June 9. The task is that of keeping radio jobbers alive, he said. President Miller said the NAB would be glad to cooperate in this activity, to the mutual good of both industries.

Under the plan, there would be a perpetual inventory on a national scale covering every phase of broadcast equipment, it was pointed out. A recent survey indicated that less than 30% of the stations had a full complement of spare tubes.

Culligan Describes Radio Draft Status

Has Praise for Industry Part In Selective Service

AT A SELECTIVE Service roundtable held during the NAB Convention in Cleveland last Wednesday, Maj. Ernest M. Culligan of Selective Service, Washington, told the broadcasters it was their patriotic duty to apply for deferment of employes who are essential to the efficient station maintenance and who are impossible or difficult to replace.

At the same time, he said, station executives have a parallel responsibility to train replacements for any man on the staff, regardless of dependency, who is physically fit to fight.

Maj. Culligan praised the industry for its part in setting the Selective Service wheels in motion. "The job of educating and activating the public on the how and why of selective service was accomplished largely by radio," he said.

Guide Sought

In a discussion period that followed some of the broadcasters related their individual difficulties with local draft boards on deferment of essential employes, and suggested that a guide be issued by Selective Service in Washington to be used in determining deferments requested by stations.

Although individual cases of deferment are not only justified by every interpretation, Maj. Culligan cautioned radio to guard against public resentment, pointing out that public psychology is a great determining factor of further use of an individual to an organization after he has been deferred.

Harry Butcher, CBS vice-president, said that out of 1,700 male employes classified by the network, CBS has listed less than 100 who are almost irreplaceable and whom the network considers eligible for deferment. These men are primarily technicians, news writers and a few program builders with highly specialized talent.

Col. Harry Wilder, owner of the WSYR, Syracuse; WTRY, Troy; and WKNE, Keene, N. H., stated the Wilder stations had lost 15% of its personnel, and two of the three chief engineers within the last few weeks.

The current problem of the smaller stations who are losing their technicians to stations in the larger markets at higher salaries was also mentioned. Major Culligan said the problem was serious in view of the fact that many areas are serviced by a single small station, important from a communications standpoint.

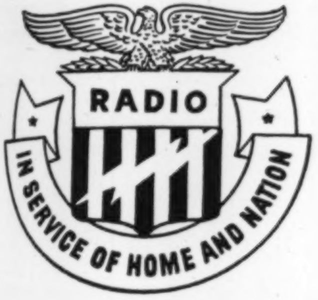
FOLLOWING the announcement recently that WJZ, New York, had decided to accept sponsors for station-breaks of 25 words, Procter & Gamble Co., Cincinnati signed a contract to start seven announcements weekly on May 18 for a 52-week period. Compton Adv., New York, is the agency.

WHIO IS
The Dayton Market
...and the Dayton Market
is BIGGER in
POPULATION
and PAYROLLS
than EVER BEFORE!

BASIC CBS • 5000 WATTS
G. P. HOLLINGBERY CO., Representative

Merchandising & Promotion

Radio Emblems—Phone Reminders—Million Smokes
Radio In War—AP History


RADIO
IN SERVICE OF HOME AND NATION

THIS EMBLEM, now embellishing all WJR-WGAR promotion and cast in the form of a medallion about the size of a five-cent piece, was distributed to those attending the NAB convention in Cleveland last week. "We believe," said the stations in an accompanying folder, "that you will wear this emblem with pride. It symbolizes the pledge of America's radio to American ideals. On your lapel, it will speak for you: 'I'm proud of radio . . . proud of the job it is doing, proud of the opportunity it affords me to devote my efforts in service of home and nation.'".

The Richards-Fitzpatrick stations advised the industry that the symbol, carrying no WJR-WGAR advertising whatsoever, is made available for any good purpose. Reproductions of art work and full permission for its use in advertising and promotion materials will be sent to any American radio station upon request.

* * *

Blue's Plug

FINDING that approximately 1,500 persons call the BLUE for information about programs or time changes at any hour of the day or night, the network's information department has worked out a new form of audience promotion for BLUE programs. Everyone calling by telephone hereafter will hear a special reminder announcement, changed each week, promoting some particular network show or a program heard locally on WJZ, New York.

* * *

1,000,000 Smokes

CHML, Hamilton, Ont., has announced that through its *Cigarettes for the Armed Forces* series it has received over 1,000,000 cigarettes to be sent to Canadian soldiers, sailors and airmen overseas. Series is presented in conjunction with broadcasts of NHL and OHA hockey games as well as all-star radio reviews.

* * *

Phone Plugs

TELEPHONE calls to CKLW, Windsor-Detroit, are now being answered with exhortation to listen to the highlight feature of the day. Publicizing the CKLW features in this way is meeting with public approval. Feature and its time on the air are mentioned along with the usual telephone identification.

KGO and Grocers

MAJOR promotional tieup effected by BLUE station KGO, San Francisco, since its divorcement from NBC, was that consummated between Manager William Ryan and William D. Hadeler, state secretary of the California Retail Grocers & Merchandise Assn. They have linked objectives in a one-year program of activities. KGO on May 8 launched a weekly production, *Charlie Harper, Grocer*, a studio audience program with tickets distributed by the *California Retail Grocers Advocate*. In turn the grocer organization is publicizing more than 5,000 radio news flash posters—24 x 36 inches—in red, white and blue, which feature illustrations of the grocer radio program and other KGO-Blue programs. Distribution is throughout Northern California.

* * *

Radio in the War

RADIO'S varied war activities are depicted in a two-page spread of photos in the May issue of *Pickups*, Western Electric Co. house organ. Included are pictures of Charlie McCarthy and Bob Hope entertaining camp audiences; of President Roosevelt, Prime Minister Churchill, General MacArthur and Donald M. Nelson as they broadcast history while millions listen; of network newsrooms and newsmen who cover the war for the radio audience, and of radio's war promotion activities, including dramatizations of war themes, television presentation of OCD instruction, broadcasting the reactions of a blood donor, etc.

* * *

AP History

A DRAMATIZED HISTORY of the AP is being distributed in transcription form on request to stations affiliated with the special AP radio wire by Press Assn., New York. A quarter-hour continuity, with allowance for station introduction and signature, the transcription is designed to acquaint listeners with the AP background, and to build prestige for both station and wire service.

* * *

Contest Club

HOBBY of Helen King, promotion director of WEBR, Buffalo, in snipping box tops and creating slogans has resulted in formation of the Buffalo Contest Club. Station carries evening and afternoon programs plugging network contests and reports high percentage of winners in the club.

* * *

School Lectures

KSL, Salt Lake City, is sponsoring a series of lectures conducted by Ralph W. Hardy, traffic manager, in Utah and Idaho high schools on "use of radio in modern living". Mr. Hardy is accompanied by Dr. Irvin Hall, KSL educational advisor who meets with faculty groups to show how radio can be used as a classroom aid.

WTAR Torpedo Discs

SURVIVORS of the torpedoing of a medium-sized American ship sunk April 19 off the Virginia coast, were interviewed and transcribed by WTAR, Norfolk, three days before the sinking was announced by the Navy Dept. Acting on permission of the Fifth Naval District public relations office, the discs were then held until the official announcement was made in Washington and then rebroadcast a few hours later.

Cosmetic Series

COLONIAL DAMES Corp., Los Angeles (cosmetics), in a three-week spring campaign ending May 30 is sponsoring a seven-weekly quarter-hour newscast on KFVD, that city, with a similar type of ten-minute program three times per week on KIEV, Glendale, Cal. Firm also is utilizing thrice-weekly, *Listen to Linkletter*, on KSFO, San Francisco, and 14 spot announcements per week on KRSC, Seattle. Schedule supplements the weekly five-minute program, *Find the Woman*, sponsored on 8 CBS West Coast stations (KNX KQW KARM KOIN KROY KIRO KOY KTUC), Friday, 9:55-10 p.m. (PWT). Agency is Glasser-Gailey & Co., Los Angeles.

Sealtest Stays

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), will forego a summer layoff and continue the weekly half-hour NBC *Rudy Vallee Show*, Thursday, 10-10:30 p.m. (EWT). Decision was reached following conference between James A. McFadden, New York vice-president of McKee & Albright, agency servicing the account, and Dick Mack, Hollywood producer of the series. Besides Vallee, featured on the show are John Barrymore, Joan Davis, Eddie Paul's orchestra and the Sportsmen, vocal quartet. Tom Hudson announces. Ned Tollinger is the NBC production representative.

Curtis Quits Texas Assn.

MANPOWER PROBLEMS have caused James R. Curtis, president of KFRO, Longview, Tex., to tender his resignation as secretary-treasurer of the Texas Broadcasters Association. He informed O. L. Taylor, president of the Association, that he will have to leave the post he has filled since the beginning of the organization in 1936.

BROCHURES

CBS—Booklet entitled "fifteen minutes March 5, 1942", description of what goes on in the office of Paul W. White, CBS news chief, during a world news roundup.

KPO, San Francisco—Describing the engineering perfection in design of new KPO headquarters.

WJZ, New York—*What Ever Became of the Night Watchman?* Folder printed in white on black and illustrated with a night photograph of a factory at work, promoting *Say It With Music*, WJZ's 1-7 a.m. program.

The "SURE-FIRE" COMBINATION in the Intermountain Market —
NBC
and
KDYL
The POPULAR Station
Salt Lake City
JOHN BLAIR & COMPANY
National Representatives
UTAH'S ONLY N B C STATION

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Radio Stands Ready

SOME WHO HEARD him at Cleveland professed to detect in OFF Director Archibald MacLeish's speech a you-play-ball-with-us-or-else attitude. Such an attitude, if it were struck at all, certainly would stand out in contrast to the thanks-for-your-swell-cooperation and the keep-it-up tenor of the speeches by Byron Price, Director of Censorship, and by the Army, Navy, Marine Corps and other Government officials who appeared before the convention and before its various sub-sessions.

But we don't think Mr. MacLeish meant to talk down to the broadcasters, and a re-reading of his address [see page 11] convinces us that he has no thought of wielding or threatening to wield the big stick. On the contrary, in asking for cooperation "not in terms of facilities but in terms of men," he sought from the broadcasters just what they are most willing to give. In asking for "the brains and the hearts and the energy" of the men who run the American broadcasting industry, he struck a chord to which the industry has already shown it is eagerly responsive.

There isn't a man jack in radio who wouldn't give his all toward winning the war. The Office of Facts & Figures, intent upon the psychological front in this war, should know this from the wholehearted support its propaganda plans are getting from every segment of the industry—sponsor, agency, station, network. So do the military forces, whose public relations chiefs thus far have had nothing but praise for the way radio is playing its part in their plans.

Of course, there still remains a gigantic task for radio, but Mr. MacLeish may rest assured that radio stands ready, to use his own words, "to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all of the force and verve and vitality of a young and dynamic industry."

But the job of coordinating the effort is OFF's, not the industry's. So far it is being well done in the face of terrific technical, political and economic stresses and strains, and in the face of the fact that when it comes to radio each and every citizen, let alone each and every war worker in Washington, has his own individual ideas how to do it. So far the OFF itself, the Office of Censorship, the military establishments and the Rockefeller and Donovan Committees have had little trouble in drawing upon the best minds in the industry for manpower and for ideas.

If they want more, they are there for the asking—and, more often than not, without the asking.

Mr. MacLeish is a poet, who also happens to be a good administrator. He has a fine sense of words, and it is possible his speech, hastily prepared, may have been just a little too ethereal in parts for some of the hard-headed and practical broadcasters present. He probably doesn't know much about the technical and economic workings of radio, but fortunately the men around him do. We have heard and read and re-read his remarks; we can say for the industry, we think, that it has already met his challenge and stands ready to meet any more. From the sidelines, however, we do think that, like his colleagues in the other branches of the Government war service, he might have let out at least a wee cheer for radio's ball team.

The NRDGA Challenge

NOW WE'RE GETTING somewhere on this business of radio advertising by department stores. The sales managers session at the NAB convention in Cleveland last week was just about the healthiest development that could have occurred in the retail advertising field.

It was a hair-letting-down session of the first magnitude. Representatives of retail stores, under the aegis of the National Retail Dry Goods Assn., in plain King's English, told broadcasters that their selling methods stink. They charged radio stations with trying to sell "blue sky" in the form of time, and with palming off whatever is unsold in the way of program or talent.

Anyway, that's the story of the department stores' composite advertising managers.

Not to be outdone, spokesmen from the stations more or less answered in kind. The affinity of the department store to display space in the newspapers was castigated as "the easy way out", a hidebound tradition.

There were a couple of exceptions. Bill Gillespie, of KTUL, told how his station had managed to get half of its local advertising revenue from department stores. He had studied the field, hired a department store merchandiser, and didn't sell time alone. He sold scientifically and, he reported, everybody's happy. Walter Neff, ex-major station sales chief, now an agency executive, told both sides they could do the job if they got to understand each other better and knew what they were buying and selling.

The Cleveland session, arranged by the NAB sales managers committee, despite the harsh words presents a challenge to radio. It's up to radio to sell its customers, not for the customers to come in hat-in-hand. In these times, honeymooning goes out the window. The local account is vitally important.

Let's do the job scientifically! Let's get a real research job done, and appropriate the money necessary to do it. Let's have a committee made up of selected department store executives sit regularly with a committee representing sales managers (with Bill Gillespie on it by all means) and show them that the ear is as good as (or better than) the eye in moving goods in every aisle from bargain basement to the fur department!

Radio hasn't been bothered about tradition in other fields. With the job done right, department stores will be using radio . . . and loving it.

ASCAP's Wedding

IMAGINE a convention of broadcasters with no controversy over music copyright! That happened at the 20th annual convention of the NAB in Cleveland last week. Substantially more than a quorum of the delegates attended the overall copyright session, but the attendance was a far cry from the jammed-to-the-rafters sessions of past years.

Sitting on the same rostrum were the adversaries in the music copyright fight settled just a few months ago. ASCAP, admittedly vanquished and sweepingly reorganized since, through its general manager, John G. Paine, bespoke cooperation and teamwork with the broadcasters—its best customer. Neville Miller, NAB-BMI president, who was told when he was retained in 1938 that licking ASCAP was his job, didn't gloat. In introducing Mr. Paine he said simply that it had been a hard fight but that it had been fought "fair and clean".

There must have paraded before the eyes of the broadcasters scenes of other years; of Gene Buck and Claude Mills; of millions of dollars in infringement suits against broadcasters brought by ASCAP; of the Warner Bros. walkout; of alleged "selling down the river" episodes and separate deals; of the refusal of ASCAP executives even to talk to Mr. Miller; of hopeless negotiations; of BMI's birth, and the withdrawal of ASCAP music from the air; of criminal suits against ASCAP by the Dept. of Justice; of consent decrees accepted both by ASCAP and BMI; of the St. Louis nightmare a year ago; and finally of the truce that brought ASCAP music back on the air, with the combined cost of ASCAP and BMI licenses some 30% less than that of ASCAP alone in 1940.

There are other music problems, to be sure. The mushrooming of the "payola" racket, of bribing performances over sustaining programs, must be checked. Some stations are still having trouble with union musicians. And a watchful eye must ever be kept on copyright, lest it again get out of hand.

Cleveland probably will go down as radio's first convention without a copyright crisis. It was simply wonderful!

We Pay Our Respects To —

WEBLEY ELGIN EDWARDS

ON THE MORNING of Dec. 7, 1941, the citizens of Honolulu were electrified to hear a voice calm and clear, but fighting mad, come on the air with these words.

"Ladies and Gentlemen, we ask you to be calm and listen carefully. This island, Oahu, is under attack by enemy planes. The Rising Sun has been seen on the wings of these planes and we believe them to be Japanese. We will keep you advised. Stay under cover, keep off the streets, do not use the telephone; telephone facilities are needed for other very important matters. All automobiles get off the highways immediately. We are not asking you to do these things, we are telling you.

"Some of you people think this is a maneuver. This is no maneuver. This is the real McCoy!

"Keep calm, and do as you are told to do. Thank you."

Thereafter, all through that hectic Sunday morning, that voice was on the air, summoning Army and Navy personnel to their posts, calling for reserve police, firemen and medical workers, asking for volunteer blood donors, trucks for emergency ambulances—until the station went off the air along toward noon for safety measures, and stayed off for a full week.

The voice belonged to Webley Elgin Edwards, station manager of KGMB, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd., which operates both KGMB and KHBC in Hilo.

It was typical of the man that his history-making announcement, even while bombers were dropping their lethal eggs, should have started with "Ladies and Gentlemen," and wound up with "Thank you." He has been using those terms in radio for more than 15 years. They are ingrained.

It was typical of him that he should have said "This is the real McCoy." People later said that one phrase convinced them, more than anything else, that it was a real attack and not another of the many maneuvers that Honolulu was always having before the war.

Web Edwards started his radio career as a sports announcer, and he still knows the value of the pungent, punchy phrase.

He started in radio in 1925, with news broadcasts over KOAC, Corvallis, Ore., later doing sports over KGW, Portland. In 1928 he went to Honolulu to play semi-pro football with the Honolulu town team. He got back into radio there. He returned to the mainland for part of one year, 1934, and did a series of football broadcasts over KNX, Los Angeles. He came back to Honolulu in 1934 and has managed KGMB ever since. In 1935 he originated the *Hawaii Calls* broadcasts over CBS and emcee'd that program over CBS and MBS until the war forced it off the air.

Under J. Howard Worrall, the company's present president, Edwards worked long hours to bring a small station up from nowhere to its present potent position in the Hawaiian Islands. From two rooms atop a downtown building, he has seen it grow to its present location in a modern air-conditioned building, designed for radio and equipped with the latest modern broadcasting equipment, and manned by a staff of 40.

Webley Edwards was born in Corvallis, Nov. 11, 1902, son of a college professor who later became an industrial chemist. He spent the first 20 years of his life in California, living in San Luis Obispo, San Jose and Berkeley.

He returned to Oregon for his senior high school year in his old home town of Corvallis and went on to Oregon State College for four years, where he played football, was associate editor of his school newspaper, news correspondent for the *Portland Oregon Journal* and the *Seattle Times*.

During his last two years in college he helped Wallace Kadderly, now radio chief in the Department of Agriculture in Washington, run the college radio station, KOAC. At the same time he kept up his writing and for a year after college he stayed on as backfield coach of the football team under Paul Schissler.

Today Web Edwards is one of the busiest men in Honolulu. He is not only station manager of KGMB but helps President Howard Worrall direct the policies of KHBC, Hilo, where Al Green is resident manager. He is the CBS war correspondent from Hawaii and is heard as a news commentator over that network regularly. He also conducts a five-a-week local radio news commentary, full of salty philosophy and clear-cut background of the "news behind the news." With all this he finds time to be a reserve officer in the Honolulu police department, serving with no pay, but going on an active beat one night each week in his radio-equipped car.

Running a radio station in Hawaii is no bed of roses these days but amazingly, KGMB has kept its local and national business pretty well intact. As Edwards puts it, "it takes a lot of letter-writing, cajoling, and hard-boiled arguing to convince radio advertisers that radio is still going strong in the Islands."

It's long hours and hard work for Web Edwards these days, but he seems to thrive on it. As he puts it, "You have to figure on hard work when you get into the radio business. In spite of our problems, I can sincerely say I've never had so much real pleasure or such a feeling of really accomplishing things, as I have in keeping KGMB 'on the beam' during these war days."

Personal NOTES

LIEUT. BARRY BINGHAM, USNR, publisher of the *Louisville Courier-Journal*, operating WHAS, has returned to Washington from London where for the last three months he has been attached to the American Embassy as representative of the Office of Civilian Defense. He is now attached to the executive staff of the Office of Facts & Figures.

EUGENE C. PULLIAM, president of WIRE, Indianapolis, on June 1 will tender a dinner in Indianapolis in honor of Niles Trammell, president of NBC; Gov. Harry F. Schricker, of Indiana, and Kenneth Hogate, publisher of the *Wall Street Journal*, who will be given honorary degrees at De Pauw U the preceding evening. Mr. Pulliam is a trustee of the university.

BILL JOHNSTON formerly assistant to George Fry, general sales service manager of NBC, recently accepted an offer from Pan American Airways to manage a field "somewhere overseas". Johnston took up aviation while serving as an NBC page boy some years ago.

EUGENE S. THOMAS, sales manager of Bamberger Broadcasting Service, New York, has been elected a director of the Advertising Club of New York.

MORRIS S. NOVIK, director of WNYC, New York municipal station, has been appointed to the special advisory committee of the Foreign Language Advisory Council of the Office of Facts & Figures Foreign Language Division, which is headed by Lee Falk.

GERALD C. GROSS, assistant chief engineer of the FCC, on May 9 married Phoebe Sue Brundage Crosby at Fredericksburg, Va.

JOHN ANDREWS, former member of the sales promotion staff of *Liberty Magazine*, has joined the sales promotion department of CBS as assistant to George Dunham, supervisor of promotion for CBS M&O stations.

DALE PHARES of the sales staff of WHBF, Rock Island, Ill., has entered the Army in Evansville, Ind.

ADRIAN MURPHY, executive director of the television department of CBS, resigned last week to become a first lieutenant in the Signal Corps. With CBS since 1935, Mr. Murphy was formerly manager of television operations. Leonard Hole, who holds that position at CBS, will succeed Mr. Murphy.

FRANK J. REED Jr., assistant sales traffic manager of NBC, starts active duty as a first lieutenant in the Ordnance Corps, May 25.

JOSEPH E. KELLER, radio attorney associated with the firm of Dow & Lohnes, Washington, has been appointed consultant on state barriers for the Office of Defense Transportation. It was said he will handle problems affecting the interstate movement of petroleum and other liquids needed in the war effort.

M. TILFORD JONES, chief owner of KXYZ, Houston, and KRIS, Corpus Christi, has been named regional consultant for the Defense Plants Corp., and is spending fulltime traveling the Southwestern States on war duties.

MARC CHACONA, salesman of WFBL, Syracuse, has joined the Marines.

ROBERT O. REYNOLDS, manager of KMPC, Beverly Hills, Cal., is the father of an 8½-lb. boy born May 4.

T. R. PUTNAM, commercial manager of KFRO, Longview, Tex., has returned after a 30-day convalescence in the Veterans Hospital at Alexandria, La.

COURT ONET, formerly of the sales staff of WOV, New York, and at one time with Modern Talking Picture Service, New York, has joined the sales staff of WINS, New York.

H. RUSS HOLT, manager of WOLS, Florence, S. C., is the father of a baby girl.

JAMES W. MATHENY, salesman of WFBM, Indianapolis, leaves May 18 for Officers' Training School.

LAWRENCE J. HUBBARD has been appointed assistant research director of Crossley Inc., New York and Princeton, N. J.

Jackson Heads WBOW

GEORGE JACKSON, has been named manager of WBOW, Terre Haute, replacing Martin L. Leich, who has joined the Navy as an ensign. Leich is presently stationed in Washington in the communications branch.

BEHIND the MIKE

RALPH FALLERT, announcer of WCAE, Pittsburgh, has been called to active service in the Navy as a second class yeoman and is stationed at the Great Lakes Naval Training Center. Lt. Herbert O. Morrison, former member of the WCAE staff and famous for his description of the Hindenburg crash while with WLS, Chicago, is now stationed at the Will Rogers Airport, Oklahoma City.

LEO BOLLEY, sportscaster of WFBL, Syracuse, has joined the Army Air Force as a first lieutenant.

BETTY RIOPELLE, CKLW, Windsor-Detroit, was married recently to Marshall Morse of the Army Air Force. She will continue her duties in the Detroit office of CKLW.

FRED FOSTER, formerly of WLW, Cincinnati, has joined the announcing staff of KWK, St. Louis.

LUCILLE WILSON has joined the announcing staff of WTOC, Savannah, and is heard thrice-weekly as *Lucille Wilson Speaking*.

ERIC BODEN, announcer of KYA, San Francisco and previous to that with stations in Ireland, has resigned.

KAY SHERRY has been appointed staff organist of KROW, Oakland, succeeding Eddie House, resigned.

KEN BURKHARD, announcer, has resigned from KRE, Berkeley, Cal. to join KLS, Oakland, Cal.

MARILYN MacLEAN, traffic manager of KROW, Oakland, Cal., is to join KRE, Berkeley.

IT'S A WBIG JOB

The MAGIC CIRCLE

Serving the men in the armed forces, as well as the civilian population in this, the richest and most populous area in all the Southeast.

Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

TOM CASEY, newscaster and dance band announcer of the BLUE-Chicago, will enter the Army Air Corps as a cadet at Ft. Thomas, Ky., in June. Fred Kasper, announcer, has been stationed at Lowry Field, Denver, since March 1, as a student bombardier. Robert Merkle, formerly clerk of the announcing staff, is now in the Medical Corps, Ft. Sill, Okla.

TED MacMURRAY, freelance producer since 1935 and formerly engineer and announcer, on May 15 will join the BLUE-Chicago as a director.

VIRGIL REIMER, Hollywood sound effects man on NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Son, has resigned to join the Army Air Force.

BOB WHITE, formerly associate editor of *Music & Rhythm*, Chicago, has joined the continuity staff of WBBM, Chicago.

RAY ERLENBORN, Hollywood sound effects man on the NBC *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co. (Camels) and Margaret Lenhart, formerly vocalist on that program, are to be married June 15.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been named publicity director in addition to other duties, replacing Allan Page who is now chief announcer.

FRED WIETING, formerly of WDEV, Waterbury, Vt., has joined WIBG, Philadelphia.

FRED BRIGGS, announcer, formerly of KSFO, San Francisco, has joined KQW, San Francisco.

J. CLINTON STANLEY, producer of NBC and BLUE, currently directing *Quiz Kids*, *Flying Patrol* and *Bats in the Belfry*, has been appointed assistant to Maurice Wetzel, production manager of the BLUE.

TOM DOWNING, staff announcer of WSB, Atlanta, on April 29 married Lillian Reynolds, Owensville, Ky.

VERE KNEELAND who handles most of the women's programs at KGW-KEX, Portland, is currently touring the East largely for the purpose of research work for a book she proposes to write this fall. En route she attended the Ohio State U Institute for Education by Radio.

NAN SELLECK, continuity writer at KGW-KEX, Portland will initiate her own program shortly with a five-minute show, *Beating the Budget* to be heard Monday through Friday.

FLOYD MARION, radio, stage and vaudeville veteran, has joined the announcing staff of WSPD, Toledo.

JOHNNIE MYERS, staff announcer and copywriter of WALB, Albany, Ga., was recently named publicity director. Roger Vann recently joined the announcing staff of WALB.

BERRY LONG, account executive of KOA, Denver, will leave shortly to join the Navy as a chief petty officer.

CHRIS FORD, formerly continuity director of WIRE, Indianapolis, and Russell W. Tolg, for the last 10 years with WTMJ, Milwaukee, have joined the continuity department of the BLUE-Chicago.

WALTER PASCHALL, news chief of WSB, Atlanta, recently received appointment to the Board of Directors, Atlanta branch, Foreign Policy Assn. and to the Advisory Council, Atlanta Camp Fire Girls.

JOEL LAWHON, formerly chief announcer of WFBC, Greenville, S. C., has joined the announcing staff of WPTF, Raleigh.

M. D. (BABE) COHN, former district manager for Publix theatres in the Kansas City territory and recently with Monarch Theatres Inc., New York, has been named head of the artists' bureau of WHB, Kansas City.

Meet the LADIES

FRANCES FARMER WILDER

RICH AND VARIED is the experience Frances Farmer Wilder brings to her position as CBS Pacific Coast network educational director. California born, and a graduate of the U of California, she spent seven years in the Orient with her husband where she mastered the Chinese and French languages. Upon her return to New York she started a career that began to roll radiowards.

It was Mrs. Wilder who organized the Courier Service, a guide service for visitors in that city which is still successfully operating. She carried on similar activity for the Rockefeller Institute in 1934, and then in 1938 went to CBS Hollywood where her faculty for organization was utilized.

Before assuming her present post, she was CBS Hollywood personnel director, a position she still fills. Always intensely interested in education, Mrs. Wilder has taken special work at Columbia U and the U of Chicago, and currently produces a weekly half-hour current events program, *What's It All About?* on CBS Pacific Coast stations.

LOU KEMPER, announcer for *Brush Creek Follies* and *Down Brush Creek Way* on KMBC, Kansas City, Kans., is to join the Marines June 1. Ray Young, announcer, has been inducted into the Army. Fred Scott has joined the KMBC announcing staff.

BILL MALONE, formerly of WLW, Cincinnati, has joined the promotion department of WOWO-WGL, Fort Wayne. Other staff additions include Don Ross, formerly of WOSH, Oshkosh, Wis., announcer, and Elsie Himes, auditing office.

KENNETH PETTUS, formerly continuity and news writer of KGW and the *Portland Ledger*, Portland, Ore., and Victor Reed, former press association correspondent of the U of Michigan, have joined the special events department of NBC-Chicago.

LARRY ELLIOTT, free lance announcer, who handles all programs of the Treasury Department, replaces Andre Baruch as announcer on *The American Melody Hour*, CBS program by Bayer Co., New York, for Bayer Aspirin.

RADCLIFFE HALL, NBC announcer and newscaster, is the father of a baby girl.

JOHN DUNHAM, formerly of KMOX, St. Louis, has joined the announcing staff of WBBM, Chicago.

JOHN B. HUGHES, Hollywood news analyst of Mutual-Don Lee network, continuing his regular broadcasts, on May 18 started a six-week lecture tour.

NATHAN SCOTT, Hollywood BLUE musical director, and Marjorie Wright, production department secretary, were married May 9 at Las Vegas, Nev.

DAVID KENT, production manager and chief announcer of WAIR, Winston-Salem, N. C., has resigned to join WDBJ, Roanoke, Va.

MARTIN WEINSTEIN, publicity director of KROW, Oakland, plans to resume radio script writing in Hollywood.

EDWIN J. MOREY, treasurer of WNLC, New London, Conn., is to resign shortly to enter the Army.

WILLIAM FARRIS, former chief announcer of WBYN, Brooklyn, has been named program director of WCOP, Boston.

MAURICE HAZAN, formerly an announcer at KGER, Long Beach, Cal., has joined the Inter-American Affairs division of the Office of Emergency Management. He has been assigned to handle news copy on the new shortwave station KWID, San Francisco.

PAUL DOUGLAS has been appointed official Hollywood announcer on the weekly War Production Board shortwave program, *Command Performance*. Vick Knight is producer.

DAVID STARLING- announcer at KFI-KECA, Los Angeles, has resigned to join the Army. Nelson McIninch has joined the staff as summer vacation relief. He was formerly announcer of KDYL, Salt Lake City.

CAROLYN CARO, was recently appointed program director of KGFJ, Los Angeles.

SPARTANBURG, S.C.

WSPA DELIVERS

SOUTH CAROLINA'S TOP MARKET
TOPS IN INDUSTRIAL EMPLOYEES
(75% WHITE POPULATION)

5,000 W DAY
1,000 W NIGHT
950 KC
COLUMBIA AFFILIATE

HOME OF CAMP CROFT

REPRESENTED BY GEORGE P. HOLLINGBERY CO.

THURL YORK, formeerly of WGRM, Greenwood, Miss., has joined the announcing staff of KFRO, Longview, Tex. Wendel Oliphant has resigned from the KFRO announcing staff to join the Army Air Force. George Albion Stephen, formerly of KOCA, Kilgore; WTAW, College Station; and KMAC, San Antonio, replaces Oliphant.

DICK HATTON, formerly of WRRN, Warren, O., and John Powell, a recent radio graduate of Kent State U. have joined WJW, Akron. Wayne Byers has been named chief announcer of WJW.

WAYNE NELSON, formerly of WJJD, Chicago, has joined the announcing staff of KMOX, St. Louis, replacing John Dunham, who transferred to WBBM, Chicago.

CARL SCHAELE, Jack Shnell and Carroll Frazer of NBC Hollywood page staff, have been promoted to the sound effects department, working under Harry Saz, manager.

CAROL DAVIS of Tom Fizdale Inc., Hollywood staff, on May 24 joins NBC Holywood publicity department as fashion and fan magazine contact. She succeeds Martha Sherwin, resigned.

JACK DAVIES announcer of KSL, Salt Lake City, has enlisted in the Army. Werner Goering has passed his preliminary examination for the Army Air Force.

LARRY CROWLEY, formerly copywriter of Ruthrauff & Ryan, Chicago, has joined the news staff of WGN, Chicago.

FLOYD MARION formerly with Earle Carroll's Vanities and also with KFI-KECA, Los Angeles, and WMCA, New York, has joined the announcing staff of WSPD, Toledo.

LORNE GREENE, chief announcer at the Canadian Broadcasting Corp. Toronto regional studios, was in New York to announce the special NBC and CBS Canadian Red Cross all-star shows on May 11-19.

R. T. BOWMAN, Canadian Broadcasting Corp. special events chief, is back in Great Britain to dig up and broadcast the weekly news commentary for Canadians at home.

ANDREW COWAN, talks producer for the Canadian Broadcasting Corp. at Winnipeg, has recently been transferred to the same post for the western CBC region with offices at Vancouver.

DORIAN ST. GEORGE, formerly an announcer of WMAL-WRC, Washington, has joined the BLUE-New York. Don Gardiner and George Gunn have also gone to the BLUE New York in recent weeks.

DAVE MILLIGAN, continuity writer of WFBM, Indianapolis, is back at his desk after an appendectomy.

JACK STARR has joined the announcing staff of KXOK, St. Louis, as a sportscaster, replacing Cy Casper, who is doing special work for the Army.

KEITH HETHERINGTON, formerly of KPHO, Phoenix, has joined KPAS, Pasadena, Cal., as announcer.

WLAC Staff Changes

DOW MOONEY, newscaster of WLAC, Nashville, has been named station production manager replacing S. O. Ward who recently resigned to take over WLAK, Lakeland, Fla. Paul Oliphant, WLAC publicity director and staff announcer, has been promoted to program director and John Carl Morgan, from Norfolk, Va., has joined the station succeeding Tim Sanders who has been commissioned a lieutenant in the Marines.

Ream Is Named by CBS To Administrative Post

Mr. Ream

JOSEPH H. REAM, secretary and general attorney of CBS, has been appointed to the CBS general executive staff, joining Paul W. Kesten, CBS vice-president and general manager; Mefford Runyon, vice-president and director, and Frank K. White, treasurer, in the management and administration of the network.

Prior to joining CBS as a general attorney in 1934, Mr. Ream was associated for seven years with the law firm of Cravath, deGersdorff, Swaine & Wood, New York. Born in Bedford, Pa., in 1903, he received his A.B. from the U of Kansas and his LL.B. from Yale. Julius Brauner, a CBS attorney, will take over Mr. Ream's previous responsibilities as head of the CBS legal department and general attorney.

WSJS Changes

MORE CHANGES in the staff of WSJS-W41MM, Winston Salem, have been announced by Harold Essex, director of operations. Blay B. Daniel, night manager and chief announcer, has been named program director. John E. Miller, formerly program director, is now head of the newly created department of sports and special events. Harry B. Shaw, assistant sales manager, has been promoted to manager of local sales. Schallert Foltz has been added to the sales staff. Isabel Shaffer, formerly music director of WIOD, Miami, has joined WSJS in a similar capacity replacing B. C. Dunford Jr. who is now in service. Robert C. Estes, WSJS announcer, will be production manager of W41MM when it takes the air later this month. Its programs will come from the studios of WSJS in Winston-Salem via beam transmitter to the FM transmitter atop Clingman's Peak, adjacent to Mt. Mitchell, in Western North Carolina.

WOR Staff Changes

WOR, New York, announces several changes in personnel. Helen Dunlop, of the publicity department has joined the OEM in California, and is replaced by Virginia Cornish, formerly of the station's engineering office. Elaine Ross joins the program department, succeeding Jane Aberlin, who has resigned due to illness. Allyn Corris has joined the announcing staff, while Joe Ripley, temporarily production supervisor, has returned to the announcing and production staff. Charles Godwin is now production supervisor. William Taylor, formerly on the announcing staff, has joined the engineering department, replacing Dan Ehrenreich, now in the U. S. Signal Corps.

KNOX MANNING, CBS newscaster, will be the narrator for a newsreel entitled "The Rape of Nanking", now in preparation. The movie was taken by a former American resident in China.

Hill Joins CBS

FRANK ERNEST HILL, writer and lecturer on adult education, literature and radio, and for the last five years field representative of the American Assn. for Adult Education, has joined the staff of CBS' education department, where he will write and act as moderator and narrator on the Friday current events program of *School of the Air of the Americas*. Hill conducted a survey for the Federal Radio Education Committee which resulted in the publication *Radio's Listening Groups* in 1941. He has been active in journalism and publishing.

WMCA Post to Carley

WILLIAM F. CARLEY, formerly director of promotion and publicity of WBT, Charlotte, has been appointed sales promotion manager of WMCA, succeeding Maxwell Dane, now an account executive in the stations sales division. Carley was at one time in charge of promotion for all managed and operated NBC stations in New York, and has also served with J. Walter Thompson Co., San Francisco, and Addison Vars, Buffalo. In addition, he has been advertising manager for the Fabrikoid Division of Du-Pont, Wilmington, Del., and editor of the house organs of Tide Water Oil Co., New York.

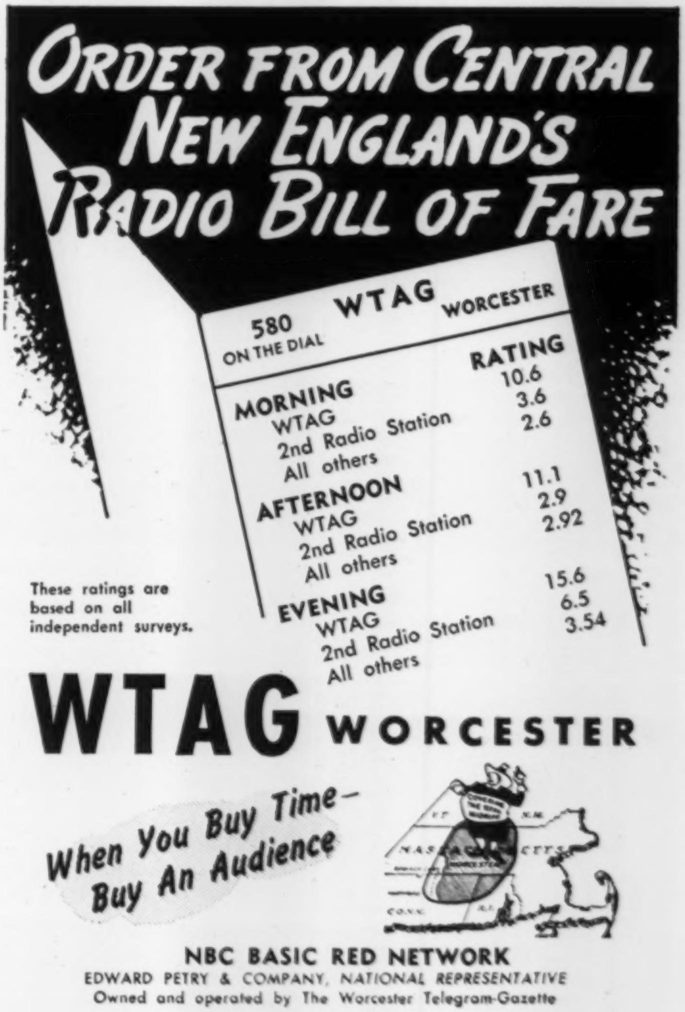
Baruch and Allan Join Radio Section of Army

ANNOUNCER Andre Baruch, freelance, and James Allan, assistant manager of WFIL, Philadelphia, will leave their civilian work shortly to receive commissions as first lieutenants in the Army, according to Lee Chadwick, chief, radio section, Office of the Quartermaster General. Each will be attached to the Quartermaster Corps and assigned to duty in the Public Relations branch office of the Quartermaster General in Washington.

The addition of Baruch and Allan will bring to five the total of radio men in this branch, which is headed by John S. Hayes, formerly assistant program director of WOR, New York. Lee Chadwick is chief of the radio section and Ben Miller, formerly with Young & Rubicam, New York, is doing liaison radio work with the field.

WIND Staff Changes

RECENT personnel additions to WIND, Gary, Ind., are Hudson C. Marhoff, engineer, formerly of the credit department of Montgomery-Ward & Co., Chicago, and prior to that an engineer of WBBM, Chicago; John Connor, formerly network freelance announcer of Chicago and New York, and Harvey Cary, formerly of KOIL, Omaha.



ORDER FROM CENTRAL NEW ENGLAND'S RADIO BILL OF FARE

580 ON THE DIAL WTAG WORCESTER

	RATING
MORNING	
WTAG	10.6
2nd Radio Station	3.6
All others	2.6
AFTERNOON	
WTAG	11.1
2nd Radio Station	2.9
All others	2.92
EVENING	
WTAG	15.6
2nd Radio Station	6.5
All others	3.54

These ratings are based on all independent surveys.

WTAG WORCESTER

When You Buy Time— Buy An Audience

NBC BASIC RED NETWORK
EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE
Owned and operated by The Worcester Telegram-Gazette

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO

at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

USE RADIO
WOW
OMAHA
FOR 276 RICH COUNTIES
Mainly in Nebraska and Iowa
590 KC. • 5000 WATTS
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

War and Spot

(Continued from page 28)

in the same proportion as other forms of national advertising, mainly because of its flexibility. In fact, it is thought the spot business will hold up moderately well despite freezing.

Q—What is the forecast for the balance of the year in national spot business?

A—It is felt that since the bulk of spot business is in the food, drug and cosmetics fields, the outlook for the rest of the year is optimistic because these advertisers more and more are invading new markets that they have not adequately covered before.

Q—Is the trend toward announcements or programs in the national spot field?

A—The trend is toward announcements rather than programs, with about 60% of the 1942 spot business to date consisting of spot announcements. Emphasis is being placed more and more on the one-minute spot with dramatized transcriptions and jingles getting the biggest play at this time.

Q—Is the trend toward minute spots or chain breaks?

A—Chain breaks are heavily requested, but in view of the popularity of this type of announcement it is impossible to submit many availabilities at the present. Minute spots now are being heavily emphasized.

Q—Is it effective for a station manager to call on New York and Chicago and other major center timebuyers?

A—The sales manager should come to major centers at least twice a year to get better acquainted with the agency men and their problems.

Across the Desk

Q—Should the sales manager call on the agencies alone, or should he go with the representative?

A—He should always go with the representative, who naturally can pick up new individual station selling ideas from the sales manager's presentation.

Q—Are station representatives able to counsel with the agency, timebuyer or account executive in the planning of a campaign?

A—The larger agencies, with their extensive market research and experienced radio men, do not often ask the representative's advice in the planning of a campaign. They merely receive the representative's story to assist them in selecting these markets. On the other hand, the smaller agencies often asks for assistance.

Q—Some agencies are demanding that stations advise them when program adjacencies are changed from the original purchase. Should this be the station's function or the representative's function?

A—It is a clear responsibility of the station to report to his rep on such matters, so that the rep can keep the agency informed daily.

Q—Should all correspondence with agencies and advertisers, no matter how trivial, clear through the representative?

A—By all means—either directly or through carbon copies of such correspondence. This should be kept up to date and the rep should not receive letters on such actions weeks after the correspondence period.

Errors of Omission

Q—How should errors of omission be transmitted to the advertiser?

A—The representative should be immediately advised on any omissions. He then can advise the agency or advertiser at once as to the reason. If the station manager deals directly with the agency, there is bound to be a certain amount of confusion which might eventually jeopardize the account.

Q—What is usually the policy on demands made by agencies for complete lineups of daily availabilities with reference to holding these for sales, subject to the client's okay?

A—It is unfair to the rep and the station to hold any time subject to the client's decision. The consensus is to offer the availability on a "first come, first served" sales basis.

Q—When is a package price justified?

A—There is a very definite place for package prices, it is generally considered, particularly when there is a service angle involved, providing the price is given to all advertisers. There are other angles, of course, which time does not permit us to take up. The rate card absolutely must be adhered to.

The Direct Field

Q—What do national reps do with respect to soliciting advertisers who do not have agencies?

A—A very small percentage of the national rep's time is spent on this problem. Those advertisers not having agencies now and then present a credit problem, and since the bulk of national spot is placed through agencies, it is not considered a good business policy to devote much time to the direct field.

Q—What are some of the glaring weaknesses of information omitted by station managers to the rep?

A—Lack of audience information, failure to submit local shows and their local popularities, failure of traffic managers to present a clear picture of availablities. Often the local show has a higher rating than a national network show, but the rep will not know this unless the sales manager advises accordingly.

NO WASSAIL BOWL was lifted but good Wiedemann beer was drunk to celebrate the selection by the Geo. Wiedemann Brewing Co., Newport, Ky., of WLW, Cincinnati, to handle the major portion of its radio activities again in 1942. The brewing company will continue its schedule of night time announcements associated with NBC programs, and will emphasize the slogan "Traditionally American". Imbibing the suds are (l to r) L. Schaefer, Strauchen & McKim, agency handling the account; Bob Dunville, WLW sales manager; E. R. Strauchen, head of Strauchen & McKim; H. Tracy Balcom Jr., Wiedemann president; James D. Shouse, WLW vice-president; R. Withenbury, Strauchen & McKim. Standing are Richard E. Wagner, secretary-treasurer of Wiedemann's; Roger Beam, Wiedemann Cincinnati manager; Bill Robinson, WLW salesman.

ZEIMER IS INJURED IN AUTO ACCIDENT

GREGOR ZEIMER, European news analyst of WLW, Cincinnati, was critically injured May 13 when his automobile collided with another car on the road between Hamilton and Cincinnati. Before crashing into Zeimer's car the machine which caused the accident sideswiped the auto of Dave Conlon, WLW engineer, who was driving his own car just ahead of Zeimer's.

Zeimer is reported to have suffered a compound fracture of his lower jaw and a possible basal skull fracture, in addition to numerous cuts and bruises. His car was demolished. Conlon was severely cut and bruised. The left side of his auto was torn away.

The two were returning to Cincinnati after Zeimer had delivered a lecture at Portland, Ind. His regular newscast also originated from there that evening. Eight months ago Zeimer joined the WLW staff. Previously he had been head of the American School in Berlin for 11 years, until war broke out. He is the author of *Education for Death*, which describes life in Germany under Nazi rule.

BEN HADFIELD, Yankee Network announcer, was awarded the honorary degree of Doctor of the Art of Oratory recently at the 42nd commencement exercises at the Staley College of the Spoken Word.

Agencies

EDWARD LASKER, former vice-president and general manager of Lord & Thomas, New York, who has had a civilian post as special assistant to the Secretary of the Navy, has been commissioned a lieutenant, junior grade, in the Navy and will remain on the Secretary's staff in that capacity.

EDWARD F. HUDSON, formerly vice-president of Benton & Bowles, New York, and with that agency since 1931 handling the Best Foods and Dr. Pepper Bottling Co. accounts, has joined Ted Bates Inc., New York, as a vice-president.

I. H. MacKENZIE, former spacebuyer on automotive accounts of J. Sterling Getchell, Detroit, has joined Biow Co., New York, to handle the Procter & Gamble Co. accounts. Agency places advertising for Lava soap and on July 1 will take over promotion for Teel liquid dentifrice.

MOSER & COTINS, New York, heretofore a branch office of Moser & Cotins, Utica, has been incorporated as an independent and separate company to be known as Moser & Cotins, New York City Corp., with offices at 420 Lexington Ave. It continues its affiliation, however, with the Utica agency.

HUDSON ADV., New York, has moved to 21 West St., from 92 Liberty St. Phone is Rector 2-0337.

ROBERT KORETZ, copywriter of Lord & Thomas, Chicago, for 13 years and prior to that in the merchandising and advertising departments of the *Chicago Tribune* and Montgomery Ward & Co., Chicago, has been elected vice-president of the agency in Chicago.

JOHN COHAN, production manager of Smith & Bull Adv., has returned to Los Angeles after several weeks in Washington.

RAYMOND R. MORGAN has returned to Hollywood after Washington conferences. Mr. Morgan is an OEM radio executive.

Strubing and DyckHoff Given Posts at Compton

IN A REALIGNMENT of executive positions at Compton Adv., New York, John K. Strubing, account executive, has been named a vice-president of the agency. Felix H. DyckHoff, assistant general manager, has been named secretary, duties formerly handled by Leonard T. Bush, vice-president and treasurer, who recently returned to his desk after an illness.

Frederick Bell, former actor, writer, announcer and director, has joined Compton as a program supervisor, succeeding Walter Gorman, resigned. New secretary to John E. McMillin, vice-president and radio director, is Kay Tansey, former secretary to Actress Helen Menken. She succeeds Velma Steele, resigned. Other changes are due to take place in the next few weeks in the program supervisory division of the agency's radio department.

Cory Joins F & P

JOHN A. CORY, formerly president of Kalva Venders, Chicago manufacturers, has joined the Chicago staff of Free & Peters and Wright-Sonovox as a managerial assistant. Prior to organizing the Kalva Co., in 1938, Mr. Cory was in the banking and investment business in Chicago for 14 years. He is a graduate of Phillips Andover Academy and the U of Wisconsin.

SCHIFF'S SHOES SHIFT TO RADIO

Chain Store Starts by Using 15 Spots Daily With Excellent Results

By ROBERT WASDON

Sales Manager

WGKV, Charleston, W. Va.

"SHIFT to Schiff's for shoes and save." That simple little slogan has formed the nucleus for one of the most effective advertising campaigns ever used in any media by retail shoe stores.

The entire campaign was conceived and outlined by Hyman Winzimer, manager of Schiff's Super Shoe Market. He readily admits that the company officials expected this store to be just another ordinary producer in its big chain which operates in five States. Many factors which usually are necessary to operate a shoe store profitably were lacking.

Schiff's has a poor location on the lower end of one of Charleston's business streets. It is really "off the beaten path." Mr. Winzimer was aware of this. The first day he came to town he telephoned WGKV and asked that a representative be sent down to discuss advertising plans.

15 Spots a Day

We scheduled 15 announcements a day for 30 days. When drawing up this schedule Winzimer worked on the theory that if the advertising was to be effective it must dominate the medium being used. Fifteen announcements dominated WGKV's spot schedule.

After a brief conference it was decided that the theme of the copy would be savings, which tied in perfectly with the location of the store which is out of the high-rent business district.

The slogan *Shift to Schiff's for shoes and save* was selected to carry the body of the message since 35-word announcements were being used. Every spot had this slogan injected as the closing tag line. We were very careful not to use flowery adjectives. No excessive claims were made.

Before the first piece of copy was written, Mr. Winzimer instructed us that only the latest styles, the most desirable merchandise would be advertised. Prices were never mentioned. The wisdom of his decision to conduct the advertising on this basis is reflected in the fact that more than 18,000 pairs of shoes were sold the first 90 days at Schiff's Super Shoe Market! That's a lot of shoe sales.

Another factor in the success of this campaign, Mr. Winzimer says, is that the advertising was kept on a consistent basis and a set schedule. That the name "Schiff" was included at least three times in each announcement, and that the slogan was used in every announcement.

Mr. Winzimer summarizes the story in this manner:

"We decided upon our advertising policy before our store was opened in Charleston, and we adhered to it to the letter. We never made any exaggerated claims, and we were most careful to feature only the most popular shoe styles. We took advantage of our unfavorable location by featuring savings due to our being situated in the low rent district.

"Only a very small portion of our advertising appropriation went to newspapers. We figured that announcements in quantity with the right type copy were capable of putting Schiff's over in Charleston. We chose WGKV because it is a local station, and yet has the benefit of a network affiliation, and I must mention here that the cooperation of its staff contributed much to the success of the campaign.

Radio Can Sell!

"I think the success of our radio advertising is indicative that radio can successfully sell shoes in any market. And the cost of radio advertising per pair of shoes sold is also a convincing factor.

"I was asked by WGKV to give an outline of the factors which make radio advertising successfully sell shoes. Five factors figured in the success of our campaign: (1) the right kind of copy; (2) a consistent schedule; (3) dominating the station being used; (4) intelligent selection of time periods; (5) being aware of the valuable assistance the radio station can give you, and taking advantage of its cooperation.

"The ability of radio advertising to sell shoes is demonstrated by the fact that we have signed a year's agreement with WGKV. That should be proof enough to other shoe merchants.

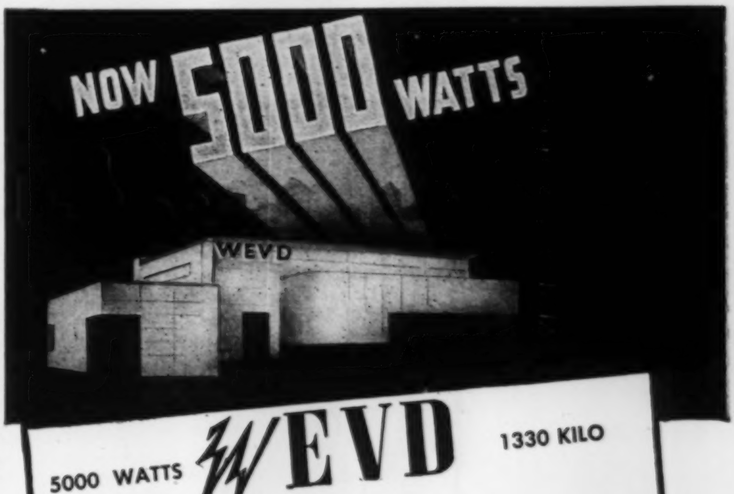
"Of course, we modified our announcement schedule to five announcements a day after the first 30 days promotion. We have found that this spot schedule is ample representation, for not once have we failed to get results when one particular style or type shoe was featured."

Johns Honored

IN HONOR of his 50th year in the advertising business William H. Johns, chairman of the board of BBDO, New York, and first president and one of the three founders of the 4 A's, was guest of honor May 14 at a luncheon at the Hotel Roosevelt, New York. Mr. Johns first entered advertising in 1892 with the George Batten Co., where he later served as both vice-president and president. When that agency merged with Barton, Durstine & Osborn to form BBDO, Mr. Johns became president, a position he held until 1936.

Royal Scarlet Spots

R. C. WILLIAMS, New York, is currently running a two-week sales campaign on New York stations on behalf of Royal Scarlet Food Products. In addition to spot announcements on WOR, WJZ and WEAF, the company sponsors *Zeke Manners & His Gang* seven times weekly on WNEW, and *Odd Side of the News* thrice-weekly on WABC. Campaign started May 14. Alley & Richards, New York, handles the account.



5000 WATTS **WEVD** 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously, year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

HONEYBEE (Ky.) AIN'T A-BUZZ WITH BUSINESS!

Don't get in a fret if your sales in Honeybee (Ky.) are just droning along. Forget Honeybee, and concentrate your sales buzz on the Louisville Trading Area, where one and one-third million people have 33% *more* money to spend than the rest of Kentucky *combined!* . . . . To reach this hive of buying activity, all you need is WAVE—the one station that gives you *complete* coverage at *lowest* cost. Does that put a bee in your bonnet?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.
RED

MISSISSIPPI CONTINUES TO CLIMB

Mississippi bank deposits are 32 million dollars ahead of May, 1941.

Jackson is center of second-best sales "high-spot"— Forbes Magazine, April 15, 1942.

Mississippi Sales Tax collections are 33.1% ahead of 1941.

Invest your advertising dollars with WJDX—Dominant Radio Station in the growing Mississippi market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

1888 - Graham McNamee - 1942

GRAHAM McNAMEE, 53, veteran radio announcer, m.c., sports and newsreel commentator, died May 9 in St. Luke's Hospital, New York, from a brain embolism following a heart ailment of six months duration. Despite this, Mr. McNamee had continued his radio commitments, and was last heard as an announcer April 24 on Elsa Maxwell's *Party Line* program on the BLUE.

One of the first radio announcers, McNamee joined WEAF, New York, in 1923 as an announcer-singer. His first big assignment was coverage of the Democratic National Convention in the old Madison Square Garden in 1923, a kind of broadcasting requiring continuous ad-libbing, at which he later became famous. He then pioneered in sports announcing and became versatile enough to cover as many as ten different sports broadcasts at a moment's notice. Among the "greater" moments in American sports which he covered for radio are the "long count" of the Dempsey-Tunney fight in 1927; Babe Ruth's early days in the World Series games; Earle Sande's third Kentucky Derby victory in 1930; Glenn Cunningham's record-breaking mile at Princeton in 1934; and numerous high points in football games between the major colleges and universities.

In the early 1930's when variety shows became popular on the air, McNamee appeared as m.c. on many of NBC's commercial programs, including the Texaco show with Ed Wynn, the Rudy Vallee show for Standard Brands, *Vox Pop*, and most recently he had been handling the sustaining show *Behind the Mike on NBC* since its inception in September 1940, and the Elsa Maxwell program for Ralston-Purina Co., St. Louis.

Born in Washington, July 10, 1888, McNamee went to school in Minneapolis. Before entering the radio field, his first jobs included clerking for the Rock Island Railroad in St. Paul, and selling for Armour & Co., Chicago. He is survived by his wife, Ann Sims McNamee of New York.

Funeral services were held May 12 at the Funeral Church in New York, with seven of his former radio associates as honorary pallbearers. They included Phillips Carlin, BLUE vice-president in charge of programs; Leslie Joy, manager of KYW, Philadelphia; Samuel Ross, secretary of National Concerts and Artists Corp.; G. W. Johnstone, director of news and special events of the BLUE; Thomas Cowan, announcer of WNYC, New York's Municipal station; Milton Cross, BLUE announcer, and Tom Manning, sports announcer of WTAM, Cleveland.

His Voice Is Stilled

Special Clapper Talks

RAYMOND CLAPPER, Washington columnist, who recently returned from India and China, is conducting a special series of news commentatries on the BLUE May 15, 22 and 29 at 9:45 p.m. These talks are in addition to his regular Sunday evening broadcasts on the BLUE at the same hour.

WINS Rebroadcasts

WINS, New York, has inaugurated the policy of rebroadcasting commercial shows: First program to be heard regularly under the new plan is *Jack Dempsey's All Sports Quiz*, sponsored by Piel Bros., Brooklyn (Piel's Beer) on WOR, N. Y., 8:30-9 p.m.; Saturday. WINS will rebroadcast the show with the same sponsor, every Wednesday, 7:30-8 p.m. Plans are under way to fill the 7:30 strip straight across the board with repeats. Piel agency is Sherman K. Ellis & Co., New York.

Public Service Groups Honor Bryson and Davis

LYMAN BRYSON, director of education, and chairman of the Adult Education Board of CBS, has been elected a founding member of Phi Beta Kappa Associates, receiving a citation for intellectual achievement and distinguished public service, with special mention of his work as chairman of *People's Platform*, CBS dinner-table forum. The group to which he was elected was founded two years ago, to cooperate with the United Chapters of PBK in the development of a high caliber of American leadership. PBK Associates plans to promote a program aimed at increasing active interest in public affairs. Bryson won his PBK key at Michigan U in 1910.

Watson Davis, CBS director of science service, who conducts the network's weekly *Adventures in Science*, received an award for "distinguished service in the interpretation of higher education," at the annual convention of the American College Publicity Assn. meeting in Columbus, O.

Pearlman Disc Studio

SIDNEY J. PEARLMAN, engineer of Iowa Broadcasting System, has opened a recording and transcription studio located in the Plymouth Bldg., Des Moines. Milton R. Grady, associated with Mr. Pearlman in the venture, will handle the cutting. Rose Adler has been named production manager and Helen Gale is musical director. General recordings are to be handled, it was said, and specialization will be in air checks, spots and productions.

Kits for Soldiers

BUDDY KITS are furnished convalescing soldiers at Fort Devens Hospital, Ayer, Mass., through *The Music Box*, sponsored by Sears Roebuck Co., on WTAG, Worcester. Requests are made on the program for games, books, records, cigarettes and incidentals to help fill a "bundle for a buddy".

IN OBSERVANCE of National First Aid Week, National Assn. of Retail Druggists, will cooperate in the presentation of a special broadcast on MBS entitled *First Aid in Action*, Tuesday, May 19, from WKRC, Cincinnati.

MR. RADIO IS DEAD

(From the *Cleveland Plain Dealer*, May 11)

THE HEARTY GREETING—"How do you do, ladies and gentlemen of the radio audience; this is Graham McNamee speaking"—has been heard for the last time. The owner of the best-known voice in America during the short pants era of broadcasting is dead, and news of his passing will bring to millions of Americans a moment of nostalgia for the days when radio was taking its first breathless look at the American scene and reporting what it saw in a tone of open-mouthed excitement.

In those days, Graham McNamee was Mr. Radio himself. No event of national importance was complete unless it was described over the air by Graham. He gave most Americans their first intimate glimpse of national political conventions, of presidential inaugurations, of world series and big-time football games and of world's champion prize fights. It did not matter that McNamee knew little more about the technicalities of what he reported than those who listened to him. His job was not to interpret but to transmit ebullition from the ring side and the bleachers to the fireside and the corner store. He made "He's down, he's up, no he's down!" a national phrase. He described a 70-yard run or a three-bagger with the single word: "Whee!"

That was before the days of the expert, when the radio public began to demand to know what was happening on the five-yard-line instead of the grand stand's emotions. After the expert arrived, Graham McNamee became just another announcer.

We are glad radio and the radio audience have put on long pants and gained something of adult sophistication. But we wouldn't want to have missed the Graham McNamee period of radio any more than we would want to have skipped over our own childhood.

Studio Notes

WNLC, New London, now carries a weekly round-up of Army camp programs, Friday 6:30 p.m. Prepared by Army headquarters, Boston, the programs are announced by Ted Hodge. May 8, WNLC broadcast *Sign Up For Victory* from the stage of the State theatre, Hartford. Program featured Tommy Dorsey and his orchestra with Frank Sinatra and the Pied Pipers; the Orpheus and Bacchus Club of Yale U; talks by Gov. Hurley and Philip Hawes, deputy administrator of the War Savings staff.

MARKING THE FIRST time it has stayed on the air all night, KLX, Oakland, Cal., recently started the *Cigar Box Revue*, broadcast daily from midnight to 6 a.m. Berni Campbell is m.c.

WLAC, Nashville, has selected Charles Helton as winner of Nashville in the contest to send 12 contestants to the Aria Auditions regional finals which will be held in Charlotte, N. C., next month. These auditions are being sponsored in conjunction with the Cincinnati Opera Assn. to uncover promising operatic talent for use in the coming summer season.

WSUN, St. Petersburg, now operates around the clock.

WAIT, Chicago, has appointed Wm. R. Harshe Co., Chicago, as public relations counsel with Bob Singer, formerly assistant editor of *Esquire*, in charge.

WQAM, Miami, upon recent arrival of President Manuel Prado of Peru to visit President Roosevelt, had Les Harris cover the arrival of the South American chief executive. Les succeeded in getting President Prado to translate his prepared remarks into English, which were carried by WQAM, and the NBC Pan-American network.

WFAS, White Plains, N. Y., covered the Conference on High School Youth in War and Reconstruction held May 8 at Tarrytown, N. Y. A two-hour program was broadcast featuring speakers on education, government and military matters. Proceedings were transcribed at the request of Sterling Fisher, NBC educational counselor, and will be used for further study.

WOSH, Oshkosh, Wis., presented recordings of music by the local 127th Infantry Band to mothers of band members on a recent 45-minute broadcast honoring the band now in service overseas. The program consisted of interviews of parents and music recorded by the band before leaving for war duty.

KLZ, Denver, with its mobile unit in the field, gave coverage of recent flood conditions in the Platte River Valley, Col. Coverage included broadcast from river banks and information for lowland families leaving their homes for higher ground.

HONOR ROLL of NBC-Chicago men in the armed forces rose to 30 last week with the addition of Curtis L. Pierce, studio engineer, who joined the Army Signal Corps as a second lieutenant, and J. Clinton Youle, of the special events staff, now in the army.

Book-Record Stories

MADGE TUCKER, NBC artist, has collaborated with Molly Donaldson, composer and NBC organist, on two book-and-record combinations for children, to be published by Musette Publishers, New York, this fall. Following the radio scripts in the books, the records tell the story of the lives of George Washington and Benjamin Franklin in music and verse, with Milton Cross doing the narrations. Eight similar musical books have been published by the Donaldson-Tucker team.

HOUSECLEANING in NBC-Chicago script and program departments garnered 20 tons of old papers that sold for a tidy sum which Ensign A. J. McCort is receiving for the Navy Relief Fund in a check presented by John Whalley, business manager of NBC-Chicago, as Pat Dunlap, staff actress and coterie in background look on.

NAI to Continue

(Continued from page 20)

and operated stations and non-network locals were excluded. Dues will be a minimum of $250 per year, or four times the highest quarter hour rate, whichever is larger, and a maximum of $1,000 per year.

Paul D. P. Spearman, Washington attorney and former general counsel of the FCC was continued as general counsel for NAI.

The new executive head, probably to be known as general manager, will be paid $12,000 to $15,000 a year, it was stated. The appointment will be announced shortly, according to Mr. Pulliam. Headquarters will be established in Washington. A publicity director also will be named, and it is presumed a bulletin will be issued to members.

The NAI board met Sunday, May 10, preparatory to the station meeting. In addition to President Pulliam, other members present included Hulbert Taft, WKRC, Cincinnati, vice-president; William J. Scripps, WWJ, Detroit, secretary, and an NBC director; Ed Craney, KGIR, Butte; BLUE directors Ronald Woodyard, WING, Dayton, and H. J. Brennen, KQV, Pittsburgh; CBS directors Hoyt Wooten, WREC, Memphis, John A. Kennedy, WCHS, Charleston, and Edgar Bill, WMBD, Peoria; MBS directors Donald Davis, WHB, Kansas City, and Leonard H. Kapner, WCAE, Pittsburgh. Maj. Luther L. Hill, KSO-KRNT, Des Moines, also a BLUE director, was absent because of his active Army duty in Florida.

Mr. Craney had announced he would not attend the Cleveland convention of the NAB [BROADCASTING, May 11]. He came to Cleveland for the NAI sessions, and left for Washington Tuesday night.

* * *

CONSIDERABLE stir was caused among conventioneers with the dispatch of a telegram by William J. Scripps, WWJ, Detroit, secretary of NAI, calling the meeting, and inferring that local and regional stations are faced with enforced silence as a war measure. The telegram read:

"If you are interested in keeping your station on the air as a community broadcast service and preventing adoption of the proposal to have all except clear channel stations silenced for the duration of the war, and if you are interested in cooperating to prevent Musicians Union from using your network contract to force you to accept musicians' contract, don't fail to attend special network affiliates meeting in the Advertising Clubroom, second floor, Statler, at 4 p.m., Tuesday. This is more important to your station than any other meeting being held Tuesday."

The allegation that any proposal had been made by clear channel stations to take over the entire war broadcasting job promptly was denied by broadcasters in this group. The Clear Channel Broadcasting Service, through Victor Sholis, its director, said there was no factual basis whatever for the allegation.

TED HUSING, CBS sportscaster, will cover the *three remaining* major stake horse races at Belmont Park, N. Y., to be broadcast May 16, 23, 30 and June 7 on CBS.

KIRBY AND MASON CITE WAR ANGLES

ADDRESSES by Lt. Col. Edward M. Kirby, chief of the radio branch, Bureau of Public Relations, War Department; Frank E. Mason, assistant to the Secretary of Navy; Glen Bannerman, president of the Canadian Assn. of Broadcasters, featured a day-long program of listener activity at the NAB convention in Cleveland last Wednesday.

Lt. Col. Kirby spoke on the service that radio is rendering the Army, while Mr. Mason talked on the Navy at home and abroad. Mr. Bannerman's address gave a picture of how wartime radio is functioning in Canada.

Other speakers included Earl J. Glade, KSL, Salt Lake City, speaking on the broadcasters' code; Dr. I. Keith Tyler, director of the Evaluation of School Broadcasts, Ohio State U; Dr. Winifred C. Callis, U of London; Dorothy Lewis, coordinator of listener activities, NAB. The day's program was prefaced by a breakfast roundtable discussion on the part women's radio programs can play in wartime America with Jane Weaver, of WTAM, Cleveland, presiding.

INVESTMENT house sponsorship of *Music Lovers' Hour*, full-hour of recorded classical music on WCFL, Chicago, every week night, started May 11 when Straus Securities Co., Chicago, replaced the Service Drug Stores as sponsor. The program was judged "best local program" last year by the Chicago Federated Advertising Club.

music profits

ASCAP
Radio Program Service
warmly accepted by trade

After more than a year of preparatory work on the ASCAP Radio Program Service, it is wonderfully pleasant to have seen it, this week, win the wholehearted acceptance of station managers everywhere. By letter and telegram and in person at the convention the Service has been praised as a practical plan for creating music profits.

A presentation of Music Profits is on your desk. It is so designed as to make a strong selling tool for your sales department. Study it, get the Service for your station and start turning music *costs* into music *profits*. The ASCAP Radio Program Service will be sent to you on request, without cost, if you are an ASCAP-licensed station.

ASCAP
Radio Program Service
30 Rockefeller Plaza, New York City

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Norwich Pharmacal Co., Norwich, Conn. (Pepto Bismol), 7 *t* weekly, 18 weeks, thru Lawrence G Gumbinner Adv. Agency, N. Y.

A. E. Staley Mfg. Co., Decatur, Ill. (syrup & starch), 5 *sp* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

M. Werk Co., Cincinnati (Werk's Tag soap), 4 *sa* weekly, 28 weeks, thru Frederick W. Ziv Adv. Agency, Cincinnati

MacFadden Publications (*True Story*), 8 *sa*, thru Arthur Kudner Agency, N. Y.

Simoniz Co., Chicago (Liquid Simoniz Cleaner), 1 *sa* weekly, 13 weeks, thru George H. Hartman Co., Chicago.

Eastern Pioneer Hybrid Corn Co., Yellow Springs, Ohio (seed), 3 *t* weekly, 13 weeks, thru Wallace Adv. Agency, Des Moines.

Dr. Hess & Clark (Live Stock Tonic), 3 *sa* weekly, 52 weeks, thru N. W. Ayer & Son, N Y.

WQXR, New York

Fels & Co., Philadelphia (Fels-Naptha soap and chips), 7 *sp* and 12 *sa*, 52 weeks, thru S. E. Roberts, Philadelphia.

William Elder Marcus, New York (jewelry consultant), 3 *sp*, 2 weeks, thru Wesley Assoc., N. Y.

Pieter de Witt Diamonds, New York, 7 *sp* weekly, 13 weeks, thru Green-Brodie, N. Y.

Bloomingdale Bros., New York (department store), 5 *sp* weekly, 52 weeks, direct.

A & P, New York (fresh fruits and vegetables), 15 *sa* weekly, 3 weeks, thru Paris & Peart, N. Y.

Franklin Simon & Co., New York (fur storage department), 24 *sa* weekly, 4 weeks, thru Hirshon-Garfield, N. Y.

WIND, Gary, Ind.

Henry C. Lytton & Sons, Chicago (department store), 5 *sp* weekly, 26 weeks, direct.

Straus & Schram, Chicago (furniture), 6 *sp* weekly, through Milton Mendelsohn Agency, Chicago.

Atlantic Brewing Co., Chicago (Tavern Pale beer), 13 *sa* weekly, 13 weeks, thru Weiss & Geller, Chicago.

Joy Candy Shops, Chicago, 12 *sa* thru Malcolm-Howard Adv. Agency, Chicago.

WBBM, Chicago

Ward Baking Co., Chicago, 6 *sa* weekly, 13 weeks, thru W. E. Long Co., Chicago.

Chicago Sun, Chicago, 2 *sa* weekly, 3 weeks, thru MacFarland-Aveyard & Co., Chicago.

Burgess Battery Co., Chicago, *sa* weekly, 13 weeks, thru Duane Wanamaker Adv., Chicago.

Miles Labs., Elkhart, Ind. (Alka-Seltzer), 6 *sa* weekly, 13 weeks, Wade Adv. Agency, Chicago.

WENR, Chicago

Kellogg Co., Battle Creek (Cornflakes), 5 *sp* weekly, thru J. Walter Thompson Co., Chicago.

Washington State Apple Commission, Wenatchee, Wash., 3 *sa* weekly, 3 weeks, thru J. Walter Thompson Co., Seattle.

Atlantic Brewing Co., Chicago, 2 *sa* weekly, 13 weeks, thru Weiss & Geller, Chicago.

KECA, Los Angeles

Golden State Co., San Francisco (dairy products), 150 *ta*, thru Ruthrauff & Ryan, San Francisco.

Frito Co., Dallas, Tex. (salted corn chips), 3 *sp* weekly, thru Ray K. Glenn Adv., Dallas.

Interstate Bakeries Corp., Los Angeles (Log Cabin bread), 2 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

WEAF, New York

J. L. Prescott Co., Passaic, N. J. (Bull Dog Blue shoe polish), 5 *sa* weekly, thru Monroe F. Dreher, N. Y.

WHO, Des Moines

Miles Labs., Elkhart, Ind. (Alka-Seltzer), 1 *sp* weekly, 22 weeks, thru Wade Adv. Agency, Chicago.

American Chicle Co., New York (Dentyne), 5 *sa* weekly, 600 times, thru Badger & Browning, Boston.

Procter & Gamble Co., Cincinnati (Duz), 9 *ta* weekly, 234 times, thru Biow Co., N. Y.

Inland Mills, Des Moines (Certainty flour), 3 *sp* weekly, thru Son de Regger & Brown, Des Moines.

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 261 times, thru Blackett-Sample-Hummert, Chicago.

Paston & Gallagher, Omaha (Butternut Coffee), 1 *sp* weekly, 52 weeks, thru Buchanan-Thomas Adv. Agency, Omaha.

CFCO, Chatham, Ont.

Mârtin Senour Company Ltd. (paints), 52 *ta*, thru J. J. Gibbons Ltd., Toronto.

Wartime Prices & Trade Board (simplified practices division), 12 *ta*, thru MacLaren Advertising Company Ltd., Toronto.

Canadian Co-operative Wool Growers Ltd. (Dri-Kil), 52 *sa*, thru E. W. Reynolds & Co., Toronto.

Campbell Finance Corp. Ltd., 78 *ta*, thru Ronalds Adv. Agency, Toronto.

Brandram Henderson Ltd. (paints), 26 *ta*, thru Stanfield & Blaikie, Montreal.

Imperial Tobacco Co., Montreal (Winchester cigarettes), 5 *ta* daily, thru Whitehall Broadcasting Ltd., Montreal.

KFVD, Los Angeles

Colonial Dames Corp., Los Angeles (cosmetics), 6 *sp* weekly, thru Glasser-Gailey & Co., Los Angeles.

Fisher Flouring Mills Co., Seattle (Biskit Mix), 6 *sp* weekly, thru Pacific National Adv. Agency, Seattle.

American Service Pin Co., Los Angeles (American flags), 6 *sa* weekly, thru Northwest Radio Adv. Corp., Seattle.

Clark Gardner Nursery Co., Osage, Ia. (plants, seeds), 6 *sa* weekly, thru Northwest Radio Adv. Corp., Seattle.

KFI, Los Angeles

National Funding Corp., Los Angeles (finance), 3 *sp* weekly, thru Smith & Bull Adv., Los Angeles.

Foreman & Clark, Los Angeles (chain clothiers), 6 *sp* weekly, thru Botsford, Constantine & Gardner, Los Angeles.

Book House for Children, Chicago (children's books), weekly *sp*, thru Presba, Fellers & Presba, Chicago.

Lehn & Fink Products Co., New York (Hinds Honey Almond Cream), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

WABC, New York

R. C. Williiams & Co., New York (Royal Scarlet Products), 3 *sp* weekly, thru Alley & Richards Co., N. Y.

Penn Tobacco Co., Wilkes-Barre, Pa. (Julep Cigarettes and Willoughby Taylor-smoking tobacco), 3 *sp* weekly, thru H. M. Kiesewetter Adv., N. Y.

Select Theaters Corp., New York ("Harlem Cavalcade" and "Keep 'Em Laughing"), 6 *sa* weekly, thru Blaine Thompson Co., N. Y.

WMAQ, Chicago

Kellogg Co., Battle Creek (Cornflakes), 5 *sa* weekly, 20 weeks, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati (Lava soap), 16 *sa* weekly, 48 weeks, thru Biow Co., N. Y.

American Cigarette & Cigar Co., New York (Pall Mall), 20 *sa* thru Ruthrauff & Ryan, N. Y.

Chicago Sun, Chicago, 12 *sa*, thru MacFarland-Aveyard & Co., Chicago.

Great Atlantic & Pacific Tea Co., New York, 9 *sa*, thru Paris & Peart, N. Y.

KPAS, Pasadena, Cal.

Safeway Stores, Oakland, Cal. (fresh vegetables), 24 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Lyon Van & Storage Co., Los Angeles (storage, moving, used furniture), 5 *sp* weekly, thru BBDO, Hollywood.

WJZ, New York

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 26 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

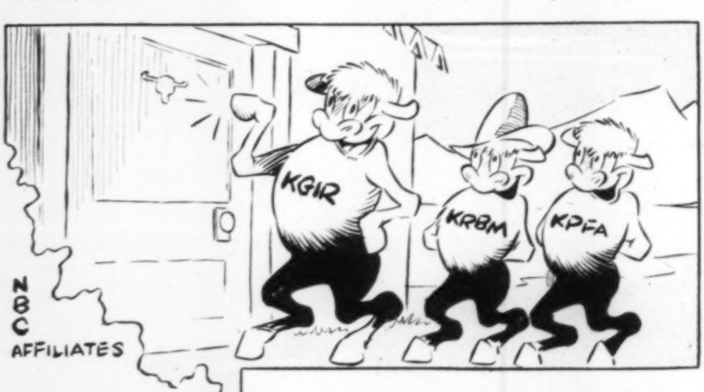
WINS, New York

Roma Wine Co., Fresno, Cal., 54 *ta* weekly, 42 weeks, thru McCann-Erickson, N. Y.

Sponsors for Lewis

FEDERAL SAVINGS & Loan Institute, Los Angeles, on May 19 starts for 52 weeks sponsoring the quarter-hour commentary, Fulton Lewis jr., on KHJ, that city, Tuesday, Thursday, 4-4:15 p.m. (PWT), and in early June will add other Southern California Don Lee network stations. Elwood J. Robinson Adv., Los Angeles, is agency. Associated Dental Supply Co., San Francisco (Painless Parker tooth powder, paste), through McCann-Erickson, that city, sponsors the afternoon program on KHJ thrice-weekly, Monday, Wednesday, Friday. A. S. Boyle Co., Los Angeles (Harmony vitamins), in a 13-week campaign ending July 24 is sponsoring the 9:30 p.m. (PWT) broadcast of Fulton Lewis jr. on KHJ thrice weekly, Monday, Wednesday, Friday. Agency is J. Walter Thompson Co., Los Angeles.

LAST WEEK Fulton Lewis Jr. was off the air for the second time in five years being hospitalized by a carbuncle on his chin. Lewis was expected to return to the air this week. Frank Blair, conductor of the MBS program *F.Y.I.*, a saboteur expose, filled in.



In this case opportunity knocks THREE TIMES! Adv.

Time Limit Placed By AFM on Discs

Action Taken in Anticipation Of Fine-Cutting Methods

REVISING its rules for recordings, the American Federation of Musicians has included in its new instructions to members a limitation on the playing time of phonograph records.

Formerly the musicians were told how many records they could make during a regular three-hour session; now they are not only told that they can make four 10-inch or three 12-inch discs in that time but that the playing time of a 10-inch record shall not exceed 3½ minutes and that a 12-incher shall not exceed 5 minutes.

Time-Cutting Expected

These time limitations are more than ample for the usual phonograph record, it was stated at AFM national headquarters in New York. Reason for the new rule was explained as a precaution against use of modern fine-cutting equipment such as is used for transcriptions to put two or three tunes on each side of a record, which might then have a playing time of as long as 15 or 20 minutes.

No recording company has made any such attempt, but the shortage in shellac available for records makes it a distinct possibility, hence the AFM's prohibitory action.

Base rate of $30 a man for a three-hour recording session remains unchanged, but the overtime payment was altered from a charge of $7.50 for each 10-inch side or $10 for each 12-inch side cut after the three hours was over to a straight double-time-for-overtime basis of $10 a half-hour.

Labor Relations Issues Discussed at Convention

LABOR PROBLEMS were given an airing at three NAB roundtable parleys at the Cleveland convention. At a labor session Monday, Lawson Wimberly, business representative of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, answered questions and explained the policy of the union in regard to women operators, who are being admitted into the union in some cities. The union stipulates that the women technicians be discontinued six months after the U. S. wins the war.

On Tuesday morning a breakfast meeting discussed wages and hours, and exchanged views on the best methods of keeping overtime records. The shortage of technicians was also discussed. Small stations stated they had lost more technicians to stations in large cities than they had to the Army. Current drive of the American Newspaper Guild to organize horizontally all radio station personnel unaffiliated with a union was also mentioned. On the following morning individual experiences on collective bargaining were exchanged.

Radio Advertisers

DR. BEAUCHAMP Dental Service, Los Angeles (Southern California credit dentist), on July 1 starts sponsoring a five-weekly quarter-hour news commentary featuring Carroll Lunt on KRKD, that city, KMPC, Beverly Hills, and KFOX, Long Beach. Contracts are for 52 weeks. Firm currently sponsors a five-weekly 25-minute newscast by Charles N. Stahl on KPAS, Pasadena, with a similar type of 15-minute broadcast nightly on KFMB, San Diego. In addition the quarter-hour *Strollin' Tom* is used six times weekly on KFAC, Los Angeles, and KMPC, with a nightly 15-minutes of recorded music on KRKD. A series of 32 announcements per week is maintained on KIEV, Glendale, with a scattered schedule on KGB, San Diego; KHJ and KMTR, Hollywood. Placement is through Charles N. Stahl Adv. Agency, Hollywood.

FUNK JEWELRY Co., Phoenix, has started a weekly quarter hour program, *Accent on the Army*, on KOY, that city. Conducted by Paul Charles Benard, the series features current stories of Army life, with prizes awarded to soldiers submitting suitable material.

BEKIN STORAGE Co.'s Furniture Sales Depts., Los Angeles is currently sponsoring a five-weekly quarter-hour newscast on KMPC, Beverly Hills. A nightly five-minute program, *The Five Top News Stories*, is also sponsored on KFWB, Hollywood. Placement is through Charles N. Stahl Adv. Agency, Hollywood.

BATEMAN-EICHLER & Co., Los Los Angeles (stocks, bonds), new to radio, on May 6 started a thrice-weekly quarter-hour newscast on KECA, that city. Contract is for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

COAST CIGAR Co., San Francisco (Natividad Cigars), recently started a spot announcement campaign on four California stations, using one-minute transcribed dramatic spots thrice-weekly on KJBS KQW KDB KWG. Agency is Brisacher, Davis & Staff, San Francisco.

BORDEN Co. Borden-Weiland Division, Chicago (dairy products), on May 25 will start sponsorship of John Holbrook, newscaster, on 6 quarter-hours weekly on WGN, Chicago. Agency is Young & Rubicam, Chicago.

WONDER BAKERIES, Toronto, has started spot announcements six days weekly on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

WINSTON CHURCHILL

HIS LIFE STORY

TRANSCRIBED

For information write or wire:
Kasper-Gordon Inc. 140 Boylston St., Boston . . . or . . . Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

Nuts to Blue

BIG BLUE elephant starring in BLUE's current institutional ad campaign, received a suitable delicacy last week, in the form of a large peanut (cardboard) containing a generous helping of "Planters" salted peanuts. Joseph Katz, of the Baltimore agency, sent the offering to Edgar Kobak, executive vice-president, and E. P. H. James, director of publicity, promotion and research of BLUE, for the "ad" elephant, symbol of the network's current advertising campaign to "Keep 'Em Remembering," in which radio is stressed as the prime medium for advertisers to keep their names before the public. Instructions received with Katz's gift read, "Feed 'em to that elephant of yours."

CHURCH OF THE OPEN DOOR, Los Angeles, in addition to 2½ hours of Sunday services, on May 18 starts sponsoring a five-weekly half-hour religious program on KPAS, Pasadena. Contract is for 52 weeks, with placement through Smith & Bull Adv., Los Angeles.

DENVER & RIO GRANDE Western Railroad is sponsoring a series of announcements over KOA, Denver. Agency is Cusack Agency; account executive is D. A. McColl.

CHICAGO AIR COLLEGE, Chicago, on May 9 started *Careers in Aircraft*, quarter-hour of recorded music on WGN, Chicago, for eight weeks. Agency is M. A. Ring Co., Chicago.

HENRY C. LYTTON & SONS, Chicago (The Hub department store), has started *Hub Personalities*, quarter-hour program of piano music and comic dialogue, Monday through Friday on WIND, Gary, Ind. Account was placed direct.

Cash Discount

(*Continued from page 24*)

"apologized" to the BLUE affiliates for not giving them more than five days' notice on clearing of time for the new *Lone Ranger* program, sponsored by General Mills. He also alluded to the short time given stations for clearance of the new five-a-week Pepsi-Cola program, but said affiliates had cooperated beautifully.

Following is a list of stations and their officials represented at the meeting:

Maurice Coleman, George Storer, T. O. McCullough, WATL, Atlanta; Bernard Berk, WAKR, Akron; Les Pefferle, Jack Heintz, Harold Dewing, WCBS, Springfield, Ill.; P. K. Ewing, WDSU, New Orleans; Edgar Twanley, William Doerr, WEBR, Buffalo; D. E. Jayne, WELL, Battle Creek, Mich.; Howard Thornley, Ted Allen, WFCI, Providence; Samuel Rosenbaum, Roger Clipp, WFIL, Philadelphia; Howard Loeb, WFDF, Flint; Len Nasman, WFMJ, Youngstown; J. B. Fuqua, WGAC, Augusta, Ga.; E. A. Hanover, William Fay, WHAM, Rochester, N. Y.; Ralph Matheson, WHDH, Boston; R. D. Borland, WHK, Cleveland; Ray Radner, WIBM, Jackson, Mich.; D. E. Kendrick, Jake Jacquier, WINN, Louisville; Bruce McConnell, Bob Bausman, WISH, Indianapolis; Henry Wells, WJHP, Jacksonville, Fla.

Glenn Snyder, Burridge Butler, WLS, Chicago; Kenneth Berkeley, WMAL; James Hanrahan, WMPS, Memphis; Leslie Smith, WMUR, Manchester; Harold Thomas, WNAB, Bridgeport; Ralph Evans, B. J. Palmer, WOC, Davenport; J. B. Conley, Lee Wailes, WOWO, Omaha; Verl Bratton, John Bondeson, WREN, Lawrence; E. S. Whitlock, WRNL, Richmond, Va.; William T. Welch, Leonard E. Cox, WSAR, Fall River; L. M. Sepaugh, T. B. Lanford, WSLI, Jackson, Miss.; Henry P. Johnston, Evelyn Hecker, WSGN, Birmingham; Quincy A. Brackett, WSPR, Springfield, Mass.

Stephen R. Rintoul, WSRR, Stanford; C. V. Leland, Louis Link, WSUN, St. Petersburg; W. F. Johns, WTCN, Minneapolis-St. Paul; Arch Shawd, WTOL, Toledo; William Riple, Fred Ripley, WTRY, Troy; George Stoerer, Paul Miller, George Smith, WWVA, Wheeling; George Trendle, WXYZ, Detroit; V. Hamilton Weir, WLEU, Erie; Walter Brown, WORD, Spartanburg; W. J. Dickerson, J. Cappellini, Jack Stewart, KCMO, Kansas City; Arden X. Pangborn, KEX, Portland, Ore.; Howard Lane, KFBK, Sacramento; Thomas Sharp, KFSD, San Diego; Burt Honea, Harold Hough, Abe Herman, George Cranston, Martin Campbell, Jim Moroney, KGKO, Fort Worth.

Birt Fisher, Bud Stuht, KJR, Seattle; J. C. Liner, KMLB, Monroe, La.; John M. Whitney, KOME, Tulsa; Frank Shopen, KOWH, Omaha; G. S. Wasser, KQV, Pittsburgh; L. M. Sepaugh, KRMD, Shreveport; Elizabeth Sammons, KSCJ, Sioux City; Gardner Cowles, Craig Lawrence, Ted Ennes, KSO, Des Moines; Hub Jackson, KTHS, Hot Springs; Bob Enoch, KTOK, Oklahoma City; Con Hecker, Duncan Pyle, KVOD, Denver; John Roberts, C. L. Thomas, Clarence Crosby, KXOK, St. Louis; Frank Smith, KXYZ, Houston.

Beauty Service Renews

TERMINAL BARBER SHOPS, New York, has renewed its campaign on behalf of Beauty Salon Service on WABC, New York, with a weekly quarter-hour participation in Adelaide Hawley's *Woman's Page of the Air*. Terminal promotes its Barber Shop Service in another campaign on WABC, using participations on Arthur Godfrey's six-weekly early-morning programs. Maxon Inc., New York, handles the Terminal account.

SPOT BROADCASTING

permits

SPOT BUDGETING

to fit each market's volume

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention for PROBLEM SPOTS

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO - NEW YORK - DETROIT - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

WMT . . . The Voice of Agriculture

Located in the Heart of the Richest Farm Area in the World

MINNEAPOLIS ST. PAUL
MINN.
WIS.
SIOUX CITY
MASON CITY
WATERLOO
DUBUQUE
FORT DODGE
I O W A
WMT
CEDAR RAPIDS
CLINTON
MARSHALLTOWN
DES MOINES
DAVENPORT
ROCK ISLAND
OTTUMWA
BURLINGTON
OMAHA
CHICAGO
NEB.
MO.
ILL.
KAN.
KANSAS CITY
ST. LOUIS

IF YOU want to reach the largest concentration of high-income farmers at the lowest cost you must use WMT in Iowa.

WMT has the greatest daytime coverage, both primary and secondary, of any station in Iowa, regardless of power, and the rates—lowest in the State per farm family.

Make extra profits by placing your selling message on WMT, the *Voice of the Iowa Farmer*.

Cedar Rapids - Waterloo **WMT** A Cowles Station
Basic Columbia Network • 5000 Watts . . . 600 Kc.

Represented by the Katz Agency

Radio and Retailers Air Their Woes

Sales Managers Given Lively Jibes, But Reply in Kind

(*Continued from page 15*)

compete with a network program. It boils down, he said, that when you buy a radio program you buy "names", and when you buy newspaper space you buy "brains". He characterized the latter as lots cheaper.

Mr. Petty deprecated institutional advertising as simply "the icing on the cake". "It's the results that make up the two, three, or four-layer cake." The Chinese proverb that a "picture is worth a thousand words" was quoted by Mr. Petty as applicable to use of newspapers for department stores. He insisted a comparable job couldn't be done in a "100-word announcement".

Asserting that stores had never been properly sold on radio, Mr. Petty suggested that stations should get experienced retail advertisers or merchandisers on their staffs and learn the inside of department store merchandising. He branded radio at this stage as "an unsuccessful medium". Mr. Petty was critical of sales efforts by stations, on the ground that dollars spent for radio promotion actually come out of profit anyway, and won't be noticed by the store by virtue of increased taxes. He denounced that type of selling. Moreover, he said stores as well as business generally are faced with the law of diminishing returns by virtue of war-born Government embargos. He apologized for his "bad humor" and "disparaging remarks about your bread and butter".

Mr. Rice, who also shot plenty of barbs at radio, nevertheless revealed that his store—Polsky's of Akron—does use radio advertising, but only as a secondary medium and only because of the "personality angle" and the civic status of his store and its owners. He said the problem of a medium-sized store is that of a limited budget. They have to do "a rifle-type job and not a shot-gun operation". They must select their media and as a consequence the newspaper has been the chief medium for use in extending the store's sphere of influence and stepping up quantity of sales.

Radio Unessential

Polsky's is now spending only one-twentieth of its budget for radio, as against newspaper advertising. He pointed out that the store has a trading area double the population of Akron, and that the newspapers cannot do that job. He credited radio with covering this territory, but wouldn't give it a recommendation as anything approaching the top medium.

When sales boom, it's easy to sell a new medium, he said, but when they slump the management always figures that radio would be an excellent item to cut off. That is because management generally knows so little about radio, while newspaper display is steeped in tradition.

Mr. Rice suggested that stations should be a great deal more frank about the programs they try to sell and cut out some of the back-patting and do a little punching. He practically ruled out radio surveys, on the ground that it appeared the station apparently told the research company what it wanted and they got the job done that way.

Poor Radio Selling

Radio's sales methods, in disparaging competitors, also were criticized by the Akron merchant. He said there was too much selling on how poor the competitive station is, instead of doing the affirmative job. He said he knew that all three of his programs were not worth a "continental dam" because all of the stations had told him so.

Mr. Newell, final speaker in the panel, practically "laid 'em in the aisles" with a series of quips and stories having nothing to do with radio advertising. But when he got to the meat of his argument, he lined up solidly with his predecessors against the job radio was doing although he admitted he personally felt radio could perform a function. Finally, under the cross-fire, he admitted that perhaps if stores had sufficient courage to spend enough money in experimenting with the medium, they probably would get real results. Mr. Newell's thesis was that radio is of tremendous value, but that radio people "are too dumb to know how to sell it" and department store people are "too dumb to know how to buy it".

Asserting that radio has not hit upon the right integrated selling technique, Mr. Newell said that despite all the success stories about radio, newspaper advertising "will continue to be the backbone for department stores." He advised radio to recognize this and endeavor to show where its fits into the picture as a secondary medium.

The Clevelander, in his animated way, charged that broadcasters were trying to get department stores to take a ride on a vehicle rather than sell a project. There was a lack of understanding as to the part radio should play in retail merchandising, he said.

The trouble is that salesmen try to sell radio in a flamboyant manner. They ask retailers to "try out" or experiment, instead of having the sale "built into the program".

Mr. Newell favored newspapers on the ground there is no "time competition" and that the reader can stop at an ad any time he likes and pick up "small bits of knowledge." In a radio performance, he must give his undivided attention to the entire program to catch the sales mention.

While he said he knew there was a definite place for radio in the retail field, he said he had never been sold on it. "We will not get anywhere until the department stores and radio reach an understanding," Mr. Newell declared. He urged that department stores create radio divisions in an effort to do this job.

Opening the questioning, Mr. Shannon pointed out that his experience of two decades in retailing and nine years in radio selling gave him a background in both fields. He didn't agree with the views of the department store spokesmen. He said he had seen many newspaper ads that didn't pull, and he knew of surveys which indicated that as few as 2% of newspaper readers get to see department store ads, while in other cases as many as 50% may see them.

Radio's Value

He said he did not try particularly to sell department stores because he did not need to and was making a pretty good living without them. He branded most department stores as buyers "who want to cut prices and get other advantages." The Toledoan described department stores as made up of a number of small stores, and the smaller individual stores do very well by use of radio. He insisted that department stores have not given radio a fair test and that they take the easy way in using newspapers.

Mr. Smith observed he had enjoyed the "undressing very much", but said he couldn't agree with the conclusions. He asserted that local talent, if properly selected, can compare favorably with network talent for audience appeal and cited the case of Wheeling Steel, which started out on WWVA and now is running on a nation-wide network. In this instance, the advertiser hired away personnel from the station and started his own radio department. He recommended similar action by department stores.

Answering this, Mr. Petty declared that it was true that most of the retail promotion people grew up in newspaper offices and that their chief affinity is with the newspaper field. But he argued that this did not detract from the fact that broadcasters had not done a smart selling job. He said it would take 25% of his appropriation to do what he regarded as a worthwhile job on the air, and that few stores had the "guts" to gamble that way.

Hung Panel

Mr. Cross took the panel speakers to task, holding that there was no sense in asking any further questions in view of the attitudes indicated. He said there was "nothing to get together on".

Sharply condemning the spokesmen, Mr. Cross said it appeared these men did not have strength enough to lead a "double life", including both newspapers and radio. Evidently they all felt that they had been sold "a piece of blue sky by radio".

Mr. Gillespie practically took the meeting by storm when he related how KTUL had sold $62,500 worth of business to department stores, representing one-half of its local

(Number Six of a Series)

"Curtain of Fire"

That's barrage* (see definition below). We lay down a barrage of merchandising help for advertisers that makes their sales advance a sure thing. Launch your campaign in this vital market where immense industries stemming from natural resources are going full blast. Sales opportunities are here (our lineup of advertisers proves it); *you'll* find WCHS coverage, low cost and merchandising pays big dividends.

WCHS 5000 on 580
CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

*** BARRAGE,** *n., Mil. — Concentrated fire on a part of enemy's lines to prevent the advance of reenforcements; curtain of fire.*

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG
TORONTO

BEARDS WERE THE STYLE at the NAB Department of Advertising's breakfast session for members of the Radio Executives Club of New York who attended in large numbers. First row (l to r): Eugene Carr, WGAR, Cleveland; Frances Scott Basch, Basch Radio Productions, New York; John Hymes, president of the REC, Lord & Thomas, New York; Peggy Stone, Spot Radio Inc.; Tom J. McDermott, N. W. Ayer, New York. Second row (l to r): Robert Mason, WMRN, Marion, O.; Loren Watson, Spot Radio Inc.; N. C. Rorabaugh, National Radio Records, New York; Tom Lynch, William Esty & Co., New York, William Wilson, William Rambeau Co., New York; Adam Young, Joseph Hershey McGillvra Co.; Morton Bassett, Morse International, New York; Carlos Franco, Young & Rubicam, New York.

revenue. He said he learned how to break the tradition by taking off his coat and going to work (he literally took off his coat to demonstrate).

Mr. Gillespie said he first subscribed to mat services, got all of the retail magazines and hired a "gal" away from one of the stores. She was sent to the buying centers with the department store buyers and knew the inside of the operation. The upshot is that there are 21 programs a week on KTUL for department stores. Hooper surveys are made so that the stores know about competitive programs and they are not sold periods where the competition is too heavy.

Servicing Accounts

He said his whole thesis was to "give 'em service". Mr. Newell complimented "that Tulsa man," asserting that it was "one of the finest things that has been done in the field." He said he felt that what he had done should be emulated by more stations.

Winding up the session, Mr. Neff asserted that there was lots to be said on both sides of the issue. He observed that perhaps too much "blue sky" had been sold by stations and that not enough knowledge of the results had been acquired.

Pointing to the success of his agency in handling retail advertising including Bond clothes, Mr. Neff said that retailers do not know what they buy in radio. They can select audience via radio just as they do in newspapers, he declared. He wound up with the suggestion, roundly applauded, that the department store people should "listen with an attentive ear, but before that the radio people should undertake surveys and research so they would know what they have to sell."

WARREN HULL, actor, announcer, musician, song and script writer, is the new permanent co-interviewer with Parks Johnson on *Vox Pop*, CBS audience-participation program sponsored by Emerson Drug Co., Baltimore, for Bromo-Seltzer.

'GRIPE' SESSION A FUNFEST

Agency and Station Folk Voice Peeves But It's All Good Natured

AGENCY and station "gripes" were hurled about with abandon at the premiere performance of "What Burns Us Up", sponsored by the Radio Executives Club of New York last Tuesday at a breakfast session at Cleveland's Hotel Statler attended by an overflow gathering of station executives. It was held under the auspices of the NAB Sales Managers Committee.

Leading New York agency men, led by John Hymes, president of the radio luncheon club and timebuyer of Lord & Thomas, New York, humorously aired their pet complaints, ranging from insufficient survey presentations to overclaims of coverage maps. Station representatives good naturedly voiced their agency criticisms, abetted by Robert Mason of WMRN, Marion, O., who discussed radio coincidentals survey pitfalls.

Pellegrin, Carr Praised

William Maillefert, of the Compton Agency, New York, and Carlos Franco, of Young & Rubicam, New York, both expressed their appreciation of the constructive ground work done by Frank Pellegrin, director of the NAB Department of Broadcast Advertising, and Eugene Carr, WGAR, chairman of the Sales Managers Committee. Both agency men stated the efforts extended by the Sales Managers Committee deeply aided the relationship between the agency and station fields.

Participating in the funfest presided over by Miss Frances Scott Basch, of Basch Radio Productions, New York, were Mr. Hymes; Tom Lynch, Wm. Esty & Co.; Linnea Nelson, J. Walter Thompson Co., New York; Tom McDermott, N. W. Ayer & Son, New York; Morton Bassett, Morse International, New York; Adam Young, Joseph H. McGillvra Co., New York; Peggy Stone, Spot Radio Inc., New York; William Wilson, William Rambeau Co., New York; Robert Mason, WMRN, Marion, Ohio.

Transcribed "gripes" were presented by these non-convention agency attenders: Al Taranto, Ted Bates Inc., New York; Hilda Lucy, Kenyon & Eckhart, New York; Rae Elbrook, Franklin Bruck Co., New York; N. McAvoy, Newell-Emmett, New York; Fletcher Turner, J. M. Mathes, New York; Beth Black, Joseph Katz Co., New York; Arthur Sinsheimer, Peck Agency, New York; Bevo Middleton, Radio Sales, New York; Robert Street, WCAU, Philadelphia.

WRITTEN by Corp. Tom De Huff, formerly of NBC's promotion department, *Your Drill Sergeant* was presented May 8 by the newly formed Ft. Monmouth players on WCAP, Asbury Park, N. J.

MISTAKENLY it was reported in BROADCASTING, May 11, that Robert B. Knox of WRAU was married on May 2. Actually Mr. Knox was married April 11 and he works for WRAW, Reading, Pa.

WNAX, Sioux City-Yankton —CBS farm station has opening for personality selling announcer capable of fronting studio shows. News experience valuable. Send details, experience and transcription direct to Art Smith, **WNAX**, Yankton, South Dakota.

5000 WATTS DAY & NIGHT
IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!
WRNL
910KC IN THE CENTER OF THE DIAL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

A Long-Range Look at the Shortwaves

Those on the Other End Find Americans Still Have a Lot to Learn

By TED CHURCH

WELLS (Ted) CHURCH, in London since last November, has been serving as American Advisor to the British Broadcasting Corp. for its North American Service. Ted joined radio from the ranks of Washington newspaper correspondents in 1931, serving CBS in a variety of posts followed by his appointment as radio director of the GOP campaign in 1936. He worked for NBC on commercial programs in New York until 1938 and then returned to Washington. His observations, in short, are that although American standard broadcasts are far superior to British, our shortwave programming and coordination falls below the British in like proportion. Ted is due back before the summer is over, his London mission completed.

I HAVE been wanting to write to you for weeks, but the job here has been so demanding—I have lost 12 pounds — that I have had to put it off.

Mr. Church

Briefly, British shortwave broadcasting is as superior to American shortwave efforts as American home broadcasting is to its British counterpart. A sweeping statement, but very true; having seen both intimately, I think I speak with authority.

The difference, so far as shortwave work is concerned, is that the BBC thinks internationally and speaks with one voice whereas American radio speaks with half a dozen voices and thinks in terms, largely, of the holding of a license. (It sounds pretty silly in London to hear an American shortwave program in which the announcer speaks of breakfast and WPRO, Providence. In the first place, it's along toward tea time here and in the second place not one Londoner in 500 ever heard of Providence. All it means to the London listener is that America certainly is thoughtless—to broadcast breakfast programs to them in the afternoon and speak of towns they never heard of.

Some Unity Needed

I realize I tread on honeycomb ice when I discuss the needs of American shortwave radio. I can almost feel the ugly stares headed my way when I say first and foremost that the primary need of American shortwave radio is a plan under which all stations operate as a single American voice under single direction with unified programming.

As a war measure I back that statement to the limit. As one of the primary steps in post war opinion reconstruction, I do the same. That baby lies smack in the center of the laps of American radio executives and no amount of twisting, turning, pulling and hauling will stop the lusty squawks of the pesky infante terrible.

Even as I say that, I hasten to add that the job can be done best by the very men and women who are now holding up the parade—American private enterprise radio executives. It will be like having an aspirin tablet melt in your mouth instead of going down immediately, but if one can just get it down the hangover will go. I'm no flagwaver, but there's a war on and its on in the air as well as everywhere else.

Briefly, here is what suggests itself: Shortwave ownership in America should get around the table, pool facilities and plan a real world broadcasting system, around the clock to all parts of the world. Program planning should take the same lofty target to produce a layout of shows which will project America to the world—and I mean the world at the right time of day—as simply and clearly as Don Wilson does Jello to the nation.

You think that's being done? Just go home and spend 48 hours listening to American shortwave efforts with a map of the world in front of you. The fantastic silliness (to outside ears, of course) that fans out from my home shores will do more to show you what I mean than 10,000 words in a letter.

Types of Fun

Here are a few items: From one station I heard a program summary of foreign language news broadcasts to come on the station. It was done entirely in English (the summary) and was in terms of EWT. It listed at least six languages and by the time the announcer got to No. 5 I certainly was unsure of when the Arabic show was to come on. I don't want to start a course in international broadcasting but you will see what I mean when I tell you that whereas the BBC has a large world-wide English speaking audience, the USA will have a majority of non-English speaking listeners creating a special problem in itself.

One American station identifies itself simply by the call letters and the one word Schenectady (you spell it). I've made a point of asking dozens of Englishmen in an off hand way where that town was. You'd be amazed to see the puzzled expressions I have seen.

One program I heard said it was going to present a program contrasting American and British humor. The first third of the show was one side of a "Two Black Crows" recording. The announcer and his stooge roared with a cackly kind of laughter. The second third was one side of a Lancashire Lad recording. All the announcer said was "And that is a sample of British humor." The third was the other side of the Crow record. Again the announcer and his studio stooge roared fearfully.

I crawled under the table in complete embarrassment. My English friends listening with me—and much thought had been given by one of them to the very problem of explaining English humor to Americans so he listened attentively—looked at me as though I were from a mighty strange land. I knew it wasn't strange, just thoughtless of the size of the world.

A Few Loose Ends

Do you know that the BBC has to edit recorded American shows they receive before putting them on the air? For security reasons? No. Because they always have some such crack as, perhaps, calling Chinese "Chinks" or "Chinamen" and the BBC, by thoughtful examination of the world, has found out that Chinese like to be called Chinese and not either of the other appellations. In short, here is the BBC making friends for America out of their own experience.

I'll be reminded that such shows as the Benny, Fibber McGee, etc., Allen and others are put out short wave for the American exile audience. That's fine. But you must realize that there are millions of other "over the shoulder" listeners. Do you know that the percentage of so-called "Home" shows of the BBC used in the "Overseas" services is so small that it hardly need be mentioned? And it's not because one thing is said at home and something else abroad. It's because what is funny at home is not so funny to a foreigner; what is vitally interesting at home is nonsense abroad; what is accepted as proper and in good taste at home might be fearfully bad manners in some other country. It's a large problem and Americans have but scratched the surface—and not very deeply at that.

A number of times I have gotten a station and been sure, because I have become a professional international listener, that it was an American station—make up of the band, featured instruments, studio acoustics, etc.—and had to listen for nearly a half-hour before finding out exactly what American station it was.

A half-hour of band music without an announcement! Why, the BBC puts a sentence announcement in the middle of every 15-minute news show saying "You are listening to a news broadcast from London." I can tell what station I am listening to but the average listener can't. I can't think of anything at the moment which proves more conclusively that our short wave stuff is considered "just something on the air" rather than a selling of America than that situation.

Englishmen have asked me on

(Continued on page 73)

The only station of regional or greater power offering complete radio coverage of the rich Appalachian Area . . . and at one low cost.

1000 WATTS • 910 KC • BLUE NET

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Rate Card Revised By Blue Network

(Continued from page 24)

for the long-haul welfare of radio and the whole advertising industry."

Paul B. West, president of the ANA, in his statement, remarked: "Advertisers applaud the adoption by the BLUE of the cash discount. The principle of a cash discount is fundamental business practice and is necessary for the establishment of sound credit relations in the advertising industry. It has long been needed in the radio field.

"It is hoped that NBC and CBS, both of whom have indicated in previous discussions with advertisers and agencies their acceptance of the same principle, will soon be in a position to follow the constructive lead of the BLUE."

Rebate Provisions

Under the new card rates, weekly discounts for 13 or more consecutive weeks range from 2½% for an advertiser using the split basic network and spending $1,000-$3,000 to 30% for an advertiser spending more than $15,000 a week if he uses the full basic network in addition to the six regional station groups. Although most stations are individually available to the network's advertisers, each group must be ordered in its entirety with the complete Basic BLUE, the card states, in order to reach the group discount.

An advertiser using BLUE facilities for 52 consecutive weeks can earn a rebate of 12½% of the gross billing, the card provides, while an advertiser spending more than $1,200,000 during the fiscal year can earn discounts ranging from 27½% to 45%, which are allowed in place of the weekly volume discount and annual rebate. An advertising agency commission of 15% is allowed on gross billings less applicable rebate and discounts and less the cash discount whether earned or not.

Only change in the rate classifications is for time used on Sundays. The hours from 12 noon to 4 p.m. now cost two-thirds of the evening rate instead of the former three-quarters, which rate continues for the time from 4-6 p.m. Sundays.

Since May 15, 1941, when the BLUE issued its last rate card, 28 new stations have joined the network, making a total of 126 affiliates, including 8 stations replacing former BLUE outlets in certain markets.

Rates and data also are given on 52 stations which may be purchased with the BLUE. Also recorded in the new card are power increases and other improvements, such as new transmitters or frequency changes, for 23 BLUE stations since last May. In several cities, rates have been adjusted up or down, but the great majority remain unchanged.

GOING STRONG at 73, Dr. James Rowland Angell, NBC public service counsellor and president emeritus of Yale U, was honored on the occasion May 9 with a birthday party by members of his staff. Dr. Angell is receiving a birthday cake from Judith Waller, NBC public service head in Chicago. Max Jordan, special assistant to Dr. Angell, is exhibiting the birthday scroll which the staff gave Dr. Angell.

Byron Price

(Continued from page 13)

any ship are well known to the navies of the world and thus, it is maintained, the enemy would know what happened to a ship if he had prompt access to the lists of the wounded.

Public Reaction

We receive in the Office of Censorship many letters from radio listeners. A large proportion of them complain that too much detail is disclosed in broadcasts. Some point out that broadcasts in enemy countries make no similar disclosures; that in fact such broadcasts disclose nothing at all about many subjects which are freely discussed by the American radio. The corollary of that is, of course, that in totalitarian countries the people themselves are kept in ignorance and must be kept in ignorance if dictatorships are to be maintained. I believe that many of those who make these criticisms would be the first to protest if a similar philosophy were followed here and if they themselves were deprived of essential information.

Some listeners are concerned particularly about disclosures of progress in war production. They feel that broadcasters have gone too far, not only in indicating the location and character of production plants, but in programming some of the actual operations of these plants. That is a large question, about which it would be difficult ever to arrive at general agreement. The practices of foreign governments who have had longer experience in the war differ greatly. In England, for instance, only the most cautious disclosures are made, but in Canada war production is put in the show window as an encouragement to morale. No other question has been more continuously or more carefully considered by the Office of Censorship. We have sought to follow a reasonable middle course but I suppose no one can say with certainty whether it has always been the wise course.

Another subject which agitates many listeners is the continuing availability on the dial of foreign language broadcasts emanating from American stations. Not being able to understand these broadcasts, some have reached the conclusion that things said in a foreign tongue have no place in wartime radio.

Owned by Americans

It is not always realized that these programs all come from stations owned and controlled by American citizens and operating under license of the FCC. Many likewise do not understand that the programs are carefully supervised and that they constitute in some cases the only means of reaching by radio large groups of loyal Americans, so that they may be informed of what their Government is doing and encouraged to help in such ways as purchase of war bonds.

Seditious broadcasts, naturally will not be permitted to continue, whatever the language; but there is no disposition to interfere with any broadcast merely because it is not an English-language broadcast.

About all of this we must be practical and reasonable, remembering that often when the enemy is kept ignorant, so inevitably are our own people. The question of relative importance between these two considerations deserves, in every case, the most earnest and patriotic attention.

Code Sets Guideposts

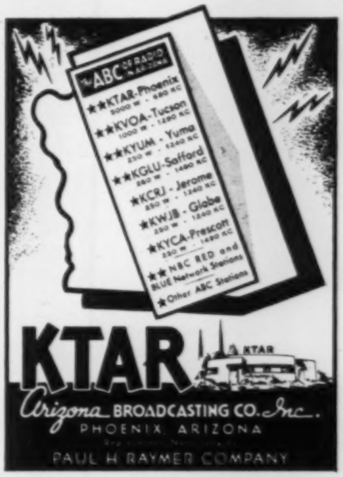
The *Code of Wartime Practices for American Broadcasters* attempted to set up certain guideposts, somewhere between the extremes of viewpoint, somewhere along the pathway of common sense. It is by no means a complete solution of the problem, but we hope it will help. We in the Office of Censorship stand ready always to give such additional help as we can and if you would come to us more often with your specific problems, we might both contribute more fully to the end that all of us desire.

There is only so much, however, that the Office of Censorship can do. We are extremely fortunate in having your colleague, Harold Ryan, as administrator of the Broadcasting Code. He and his assistants are doing a patriotic and painstaking job, but their most earnest efforts will accomplish nothing without your continuing cooperation, your willingness to endure sacrifice, and your constant vigilance.

In the language of the Code: "The American broadcasting industry's greatest contribution to victory will be the use of good common sense . . . Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly."

Serving Canada's Pacific Coast as number one station! Proven by survey after survey to consistently hold the greatest audience.

CJOR
Vancouver—B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts


The ABC of Radio in Arizona
★★KTAR-Phoenix 5000 W - 620 KC
★★KVOA-Tucson 1000 W - 1290 KC
★★KYUM - Yuma 250 W - 1240 KC
★★KGLU-Safford 250 W - 1490 KC
★KCRJ - Jerome 250 W - 1340 KC
★KWJB - Globe 250 W - 1240 KC
★KYCA-Prescott 250 W - 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations
KTAR
KTAR
Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H RAYMER COMPANY

U.P.
"The World's Best Coverage of the World's Biggest News"

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

Record Registration at NAB Cleveland Convention

A

Adams, Burton M., NBC, New York.
Adcock, Stuart E., WROL, Knoxville.
Adcock, Jo I., WROL, Knoxville.
Akerberg, Herb V., WABC, New York.
Albertson, Fred W., Washington.
Alburty, Emerson A., WHBQ, Memphis.
Allen, Ted, WFCI, Pawtucket, R. I.
Albertson, Roy L. WBNY, Buffalo
Alburty, Mrs. E. A., WHBQ, Memphis.
Allen, Ed. C., WIBA, Madison.
Armstrong, Bud, WCOP, Boston.
Arney, C E. Jr., NAB, Washington.
Arthur, Gerard, CBH-CBF, Montreal.
Arnoux, Campbell, WTAR, Norfolk.
Ashbacker, Grant F., WKBZ, Muskegon, Mich.
Ashby, A. L., NBC, New York.
Atteberry, Ellis, KCKN, Kansas City, Kan.

B

Bacon, Elinore, *Cleveland News*, Cleveland.
Baird, Larry, WWL, New Orleans.
Balch, Owen, KSAL, Salina, Kan.
Banner, Jack, WNEW, New York.
Bannerman, Glen, Canadian Assn. of Broadcasters, Toronto.
Barrere, Claude, NBC Radio Recording, New York.
Barton, Howard A., WTAM, Cleveland.
Barrett, Ben, AP, Cleveland.
Bausman, Robert E., WISH, Indianapolis.
Baylor, David, WGAR, Cleveland.
Bailey, Bill, War Dept.
Baker, I. R., RCA Mfg. Co., Camden.
Baker, Tom B., WLAC, Nashville.
Baltimore, Sam R., WBRE, Wilkes-Barre, Pa.
Barnhart, L. D., KXEL, Waterloo, Ia.
Bassett, Morton G., Morse International, Inc., New York.
Baxter, E. V., KOAM, Pittsburg, Kan.
Beardall, Jack, CFCO, Chatham, Ont.
Beebout, George, WFMJ, Youngstown.
Bennett, Andrew W., WWDC, Washington.
Bennett, Sam H., KMBC, Kansas City.
Benson, L. A., WIL, St. Louis.
Berk, S. Bernard, WAKR, Akron.
Beaumont-Nesbitt, Maj. Gen. F. G., British Army Staff.
Beaver, Cecil C. K., KARK, Little Rock.
Beckwith, Arthur H., Associated Music Publishers, New York.
Bell, John C., WBRC, Birmingham.
Berger, Robert, Office of Govt. Reports.
Berkeley, Kenneth H., WMAL, Washington.
Berman, J. A., Shure Bros., Chicago.
Bernstein, S. P., *Advertising Age*, Chicago
Betteridge, Harry, WWJ, Detroit.
Bill, Edgar L., WMBD, Peoria.
Birnbaum, Louis, *Plain Dealer*, Cleveland.
Bishop, Frank L., KFEL, Denver.
Bishop, Edward E., WGH, Newport News, Va.
Birdwell, Jay W., WBIR, Knoxville.
Bitner, Harry M., WFBM, Indianapolis.
Blair, John, Chicago.
Blink, Milton, Standard Radio, Chicago.

POWER!
—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Bloom, Aaron S., Kasper-Gordon Inc., Boston.
Bloom, Joseph, Forjoe & Co., New York.
Bockman, William C., WCOS, Columbia, S. C.
Bodeck, Ben, *Variety*, New York.
Bolling, Geo. W., John Blair & Co., New York.
Bondeson, John P., WREN, Lawrence, Kan.
Bondurant, E. Hale. WHO, Des Moines.
Borland, Robert D., WHK-WCLE, Cleveland.
Borland, Edna L., WHK-WCLE, Cleveland.
Boyle, John J., WJAR, Providence.
Bock, Fred C., WADC, Akron.
Bockoven, L. F., Western Electric Co., Kearny, N. J.
Bogner, P. J., Sears & Ayer, New York.
Boler, John W., NCBS, St. Paul.
Boniel, Robert D., Edward Petry & Co., Chicago.
Borel, Richard A., WBNS, Columbus.
Born, Hiram H., WHBL, Sheboygan, Wis.
Borton, Fred W., WQAM, Miami.
Bowden, J. L., WKBN, Youngstown.
Bowen, Margaret P., WIBX, Utica, N. Y.
Bowry, Walter A., WMBG, Richmond.
Boyd, Maurice M., WMAQ, Chicago.
Boynton, Stanley G., Detroit.
Brackett, Quincy A., WSPR, Springfield, Mass.
Bratton, Verl, WREN, Lawrence, Kan.
Brauner, Julius F., CBS, New York.
Brown, Thomas L., WHDL, Olean, N. Y.
Brown, Walberg, WGAR, Cleveland.
Brown, Walter, WSPA-WORD, Spartanburg, S. C.
Brune, Georgia, Chicago, Ill.
Bradford, Guy W., KRGV, Weslaco, Tex.
Brandt, Otto, Blue Network, New York.
Bronson, Ed., WCOL, Columbus.
Bright, Ray E., KTRH, Houston.
Brokaw, Fred C., Paul H. Raymer Co., New York.
Brooke, John W., Edward Petry & Co., Detroit.
Brooks, Barbara, J. L. Hudson Co., Detroit.
Brown, Grace S., WTOC, Savannah.
Brown, Ross M., Ottawa.
Brunton, Sherwood B., KQW-KJBS, San Francisco.
Brines, O. L., Chicago.
Burdick, Harry, KGGM, Albuquerque, N. M.
Butcher, Harry C., WJSV, Washington.
Butler, Burridge D., WLS, Chicago.
Burbach, George M., KSD, St. Louis.
Burke, Harold C., WBAL, Baltimore.
Burton, Don A., WLBC, Muncie, Ind.
Burton, Garnet, WLBC, Muncie, Ind.

C

Caley, Charles C., WMBD, Peoria.
Callahan, Leonard D., SESAC, New York.
Camp, Harry, WGAR, Cleveland.
Cappellini, Edgar R., KALB, Alexandria, La.
Carey, Victoria M., KDKA, Pittsburgh.
Carpenter, Bernice, WHK-WCLE, Cleveland.
Carpenter, H. K., WHK-WCLE, Cleveland.
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Carrigan, Joe B., KWFT, Wichita Falls, Tex.
Carter, Russell G., WTAM, Cleveland.
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Cagle, Gene L., KFJZ, Fort Worth.
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Carey, John T., WIND, Chicago.
Carlin, Phillips, WJZ, New York.
Carpenter, Ollie L., WPTF, Raleigh.
Cavanaugh, C. C., KTBC, Tacoma.
Cave, Peggy, KSD, St. Louis.
Cavey, Rev. Frank A., WWL, New Orleans.
Chernoff, Howard L., West Virginia Network, Charleston.
Chizzini, Frank E., NBC Thesaurus, Chicago.
Church, Arthur B., KMBC, Kansas City.
Chafey, Clifford M., WEEU, Reading, Pa.
Chilton, Ruth, WSYR, Syracuse.
Christal, Henry I., Edward Petry & Co., New York.
Cisler, S. A., WGRC, Louisville.
Clipp, Roger W., WFIL, Philadelphia.
Clark, Plez S., KFH, Wichita.
Clarke, John W., WHIP, Chicago.
Cline, William R., WHIP, Chicago.
Codel, Martin, BROADCASTING, Washington.
Codel, Edward, WPAT, Paterson, N. J.
Coffman, L. D., WGY, Schenectady.
Cohan, E. K., CBS, New York.
Cohen, I. T., Atlanta.
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Coleman, Maurice C., WAGA, Atlanta.
Coleman, Thos. B., John Blair & Co., New York.
Condon, Maurice, WGAR, Cleveland.
Conley, John B., WOWO-WGL, Fort Wayne.
Connolly, Thomas D., CBS.
Cosby, Clarence G., KXOK, St. Louis.
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Cox, Len, Lang-Worth Inc., New York.
Connolly, James H., Branham Co., Chicago.
Cook, Chas. R., WJPF, Herrin, Ill.
Cook, George R., WLS, Chicago.
Cook, Nathan W. WIBX, Utica, N. Y.
Cook, Sam H., WFBL, Syracuse.
Cooke, Jack K., Northern Broadcasting Co., Toronto.
Coram, Roy E., Western Electric, New York.
Cote, L. Emile, Lang-Worth Features, New York.
Coulson, W. L., WHAS, Louisville.
Cox, Lester, KGBX-KWTO, Springfield, Mo.
Cox, Leonard C., WSAR, Fall River, Mass.
Cranston, George, WBAP-KGKO, Forth Worth.
Cross, "Red", WMAZ, Macon, Ga.
Craig, Edwin W., WSM, Nashville.
Craig, W. F., WLBC, Muncie, Ind.
Craine, G. D. Jr., *Advertising Age*.
Crane, Ruth F., WJR, Detroit.
Crites, Lowry, General Mills Inc., Minneapolis.
Croft, John M., WJPA, Washington, Pa.
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Culmer, Claude C. J., SESAC, New York.
Cummings, Harry E., WJAX, Jacksonville, Fla.
Cunniff, Ed J., KFMB, San Diego, Cal.

D

D'Ajostino, Joseph, NBC, New York.
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Dickerson, W. J., KALB, Alexandria, La.
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Dorrance, Dick, FM Broadcasters, Inc., New York.
Draughon, Jack M., WSIX, Nashville.
Draughon, Louis R., WSIX, Nashville.
Dressman, Elmer H., WCKY, Cincinnati.
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Dunham, George R., Jr., CBS, New York.
Dupont, J. Art., CBF-CBM, Montreal.
Dunlap, A. Maurice, WFIN, Findlay, O.
Dunville, Robert E., WLW, Cincinnati.
Dupuy, Colonel R. Ernest, War Dept.
Duram, George T., H. W. Kastor Co., Chisago.

E

Eaton, Joe, WHAS, Louisville.
Edgar, Edward E., WGH, Newport News, Va.
Egner, C. Lloyd, NBC Thesaurus, New York.
Egolf, Willard D., KVOO, Tulsa.
Eggleston, Joe, WMC, Memphis.
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Ethridge, M. E., WHAS, Louisville.
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Everson, Carl M., WHKC, Columbus.
Evans, Haydn R., WTAQ, Green Bay, Wis.
Evans, Arthur, Canadian Assn. of Broadcasters, Toronto.
Ewing, P. K., WDSU, New Orleans.

F

Fair, Harold C., WHO, Des Moines.
Fairall, Pearl, WADC, Akron.
Falk, Lee, OFF.
Fast, Herman E., WKRC, Cincinnati.
Faust, Lieut. Holman, Ninth Naval District, Great Lakes, Ill.
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Fisher, Birt F., KOMO, Seattle.
Fisher, Kay, The Walker Co., Chicago.
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Fitzpatrick, Leo, WJR, Detroit.
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Fletcher, Fred, WRAL, Raleigh.
Fontaine, John E., Nelson-Chesman Co., Chattanooga.
Foreman, Edwin G., Jr., The Foreman Co., Chicago.
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Franco, Carlos A., Young & Rubicam, New York.
Frank, Emil H., Washington.
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French, Carlin S., WTMV, East St. Louis, Ill.
Frey, George H., NBC, New York.
Friedenthal, Andrew, WJR, Detroit.
Frieder, Oscar E., Willard Tablet Co., Chicago.
Fricke, William A., American Assn. of Adv. Agency, New York.
Funnell, Mildred, WTAM, Cleveland.
Fuqua, J. B., WGAC, Augusta, Ga.

G

Gaetz, Gerry, CKCK, Regina, Sask.
Gaines, James M., NBC Station Relations, New York.
Gallagher, H. L., WTAM, Cleveland.
Gallagher, J. L., WHBY, Appleton, Wisc.
Gammons, Earl H., WCCO, Minneapolis.
Gavin, Tom H., Indianapolis.
George, Carl, WGAR, Cleveland.
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Glauser, Glenn, Cincinnati Convention Bureau.
Gleeson, W. L., KPRO, Riverside, Cal.
Goddard, Fred G., KXRO, Aberdeen, Wash.
Godley, Paul F., Montclair, N. J.
Gohring, Russell A., WSPD, Toledo.
Golden, Dave T., Standard Advertising Register, Chicago.
Goldsmith, H. B. Jr., Grove Labs., Inc. St. Louis.
Goldsmith, Peter C., *Radio Showmanship*, Chicago.
Goodkind, M. Lewis, Chicago.
Goldman, Norman R., BROADCASTING, Washington.
Goldman, Simon, WJTN, Jamestown, N. Y.
Gordon, Jimmy, WNOE, New Orleans.
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Gordon, Lee, WTAM, Cleveland.
Gough, Emile J., SESAC, New York.
Graham, Arthur W., WKST, New Castle, Pa.
Grant, Douglas B., WMT, Cedar Rapids, Ia.
Gravin, Tom, WEBC, Duluth.
Gray, Gilson, CBS, New York.
Grebe, August W., WBAX, Wilkes-Barre, Pa.
Green, Truman, WFLA, Tampa.
Greenberg, Herman, ASCAP, New York.
Gregory, S. D., WEAF, New York.
Grignon, G. W., WISN, Milwaukee.
Grinalds, Archie S., WSAI, Cincinnati.
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H

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Hanna, Michael R., WHCU, Ithaca, N. Y.
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Hanover, E. A., WHAM, Rochester.
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Harder, George, Westinghouse, Philadelphia.
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Harris, Wiley P., WJDX, Jackson, Miss.
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Hayek, Ed L., KATE, Albert Lea, Minn.
Haverlin, Carl, BMI, New York.
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Hecker, Con, KVOD, Denver.
Hedges, William S., WEAF, New York.
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Heintz, Jack, WCBS, Springfield, Ill.
Heller, Lawrence J., WINX, Washington.
Henkin, H. Morton, KSOO-KELO, Sioux Falls, S. D.
Hennessey, Philip J. Jr., Washington.
Henshel, Harry D., WOV, New York.
Herbert, Guy F., All-Canada Radio, Toronto.
Herman, A. M., WBAP-KGKO, Fort Worth.
Herrin, Weldon W., WTOC, Savannah.
Hettinger, Herman S., Wharton School of Finance & Commerce, Philadelphia.
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Higgins, Francis A., WDAN, Danville, Ill.
Higgins, Jack F., Baldwin Strachan, Buffalo.
Hill, Edward E., WTAG, Worcester.
Hinkle, Felix, WHBC, Canton, O.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hoessly, Harry H., WHKC, Columbus.
Hoffman, Edward, WMIN, St. Paul.
Hoffman, Phil, WNAX, Yankton, S. D.
Hollister, Herb., KANS, Wichita.
Holt, Thad, WAPI, Birmingham.
Honea, B. N., WBAP, Fort Worth.
Hooper, C. E., C. E. Hooper Inc., New York.
Hopkins, A. R., RCA Mfg. Co., Chicago.
Hopkins, James E., WJBK, Detroit
Hopkins, John T., WJAX, Jacksonville, Fla.
Horton, Kingsley F., WEEI, Boston.
Hough, Harold, WBAP-KGKO, Fort Worth.
Hover, Fred R., WFIN, Findlay, O.
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Hubbard, Stanley E., KSTP, St. Paul.
Hubbell, Frank, Hubbell Advertising Agency.
Hughes, E. C., KFWB, Los Angeles.
Hull, Clair B., WDZ, Tuscola, Ill.
Hummell, Pearl M., WTAM, Cleveland.
Hunter, Cartwright M., WHK-WCLE, Cleveland.
Hunter, Kate, WHK-WCLE, Cleveland.
Husted, K. Wallace, WLOL, Minneapolis.
Hutchings, W. C., New York.
Hutchinson, W. E., WAAF, Chicago.
Hurleigh, Bob, Associated Press, Chicago.
Hyde, Charles A., WHK-WCLE, Cleveland.
Hymes, John D., Lord & Thomas, New York.

I

Imeson, Tom C., WJAX, Jacksonville.
Ingledue, Grace, WFIN, Findlay, O.
Ioset, Don, WAGA, Atlanta.

J

Jackson, Hub, KTHS, Hot Springs.
Jackson, Geo. M., WBOW, Terra Haute.
Jackson, Ott, Blaw-Knox Co., Pittsburgh.
Jackson, W. E., Westinghouse, Philadelphia.
James, Edgar P. H., WJZ, New York.
Jansen, Edward J., KTBI, Tacoma.
Jansen, V. E., KTBI, Tacoma.
Jayne, Dan E., WELL, Battle Creek, Mich.
Jeffrey, John C., WKMO, Kokomo, Ind.
Jennings, Pierce, NBC, Hollywood.
Johns, William F., WTCN, St. Paul.
Johnson, James S., KMOX, St. Louis.
Johnson, Leslie C., WHBF, Rock Island.
Johnson, Walter, WTIC, Hartford.
Johnston, E. D., Washington.
Johnston, Henry P., WSGN, Birmingham.
Johnston, Kenneth B., WCOL, Columbus.
Jones, E., WBBB, Burlington, N. C.
Jones, Merle S., KMOX, St. Louis.
Jones, G. C. Jr., WGPC, Albany, Ga.
Jones, Ryland E., Gennett Records, Richmond, Ind.
Jonker, William E., Western Electric, Kearny, N. J.
Jordan, Charles B., WRR, Dallas.
Jordan, Ray P., WDBJ, Roanoke.
Joscelyn, A. E., WBT, Charlotte.
Joy, George E., WRAK, Williamsport, Pa.
Joy, Leslie, KYW, Philadelphia.

K

Kaliel, Sylvia, WWJ, Detroit.
Kahn, Robert, Chicago.
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Karol, John J., WABC, New York.
Kasper, Edwin H., Kasper-Gordon Inc., Boston.
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Keegan, Kenneth, WAKR, Akron.
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Keller, Robert S., AMP, New York.
Kelly, Jim, Standard Rate, New York.
Kennedy, Helen C., Kroger Grocery, Cincinnati.
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Kettler, Stanton P., WHIZ, Zanesville, O.
Kiley, William F., WFBM, Indianapolis.
King, Frank M., WMBR, Jacksonville.
King, Jerry, Standard Radio, Hollywood.
Kirby, Col. Ed. M., War Dept.
Kirsch, Marvin, *Radio Daily*, New York.
Klauber, Edward, CBS, New York.
Kiggin, Keith, WJZ, New York.
Klein, Wm. L., UBC, Chicago.
Kobak, Edgar, Blue Network, New York.
Knight, Vick, War Dept.
Koessler, Walter, WROK, Rockford.
Kopf, Harry C., WMAQ, Chicago.
Kramer, Worth, WGKV, Charleston, W. Va.
Kroen, Edward J., WKPA, New Kensington, Pa.
Krause, Elmer, WGAR, Cleveland.
Kurtzer, Pete, Spot Sales, Chicago.
Kyler, James A., WCLO, Janesville, Wis.

L

Lacy, Allen, WJDX, Jackson, Miss.
Ladner, Henry, NBC, New York.
Lafount, Harold A., WCOP, Boston.
LaHay, Wauhillau, Chicago.
Lahr, Melvin, WKOK, Sunbury, Pa.
LaMarque, James W., Graybar, New York.
Landry, Robert J., *Variety*.
Langlois, Cy, Lang-Worth, New York.
Lancaster, W. Emery, WTAD, Quincy, Ill.
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Lanford, T. B., KRMD, Shreveport.
Lasker, George, WORL, Boston.
Landis, De Witt, KFYO, Lubbock, Tex.
Lane, Marie W., KFBK, Sacramento.
Latham, John R., New York.
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Le Masurier, Dalton, KDAL, Duluth.
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Levinson, H. Y., WCAR, Pontiac, Mich.
Lewis, Dorothy, NAB, Washington.
Lewis, Richard F., WINC, Winchester, Va.
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M

MacDonald, Dorothy, WADC, Akron.
MacGregor, C. P., Hollywood.
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Madsen, Arch L., KOVO, Provo, Utah.
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Mallison, Horton W., New York.
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Mason, Robert T., WMRN, Marion, O.
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Malo, William F., WDRC, Hartford.
Marsh, Stanley, KWBW, Hutchinson, Kan.
Matheson, Ralph G., WHDH, Boston.
Matson, Carlton K., New York.
Matson, Chester G., Edward Petry & Co., Los Angeles.
Matison, Dave A., WAML, Laurel, Miss.
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McClinton, H. L., New York.
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McRaney, Robert L., WCBI, Columbus, Miss.
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Miller, Allan B., Washington.
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Mitchell, Robt. E., WMBG, Richmond.
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Miller, Joseph L., NAB, Washington.
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Mitchell, L. Spencer, WDAE, Tampa.
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Moss, Ruth, WNAC, Boston.
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Musselman, B. Bryan, WCBA-WSAN, Allentown, Pa.
Myers, Frank O., KCMC, Texarkana, Tex.

N

Nasman, Len E., WFMJ, Youngstown.
Nathanson, N., CJCB, Sydney, Nova Scotia.
Neale, J. James, Chicago, Ill.
Neff, Walter J., New York.
Nelson, Louis J., Wade Adv. Agency, Chicago.
Nelson, Ella L., NAB, Washington.
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Nunn, Gilmore N., WLAP, Lexington, Ky.

O

O'Dwyer, Edward L., WWL, New Orleans.
O'Harrow, John W., WKZO, Kalamazoo.
O'Fallon, Gene, KFEL, Denver.
Ohl, Fred, KWKH-KTBS, Shreveport.
O'Neil, Bill, WJW, Akron.
Orr, B. F., KTRH, Houston.
Orr, W. I., WBNS, Columbus.
Orr, Wallace W., Philadelphia.
Oury, W. Paul, WFCI, Pawtucket, R. I.
Outler, John M., WSB, Atlanta.

P

Paley, William S., CBS, New York.
Pape, W. O., WALA, Mobile, Ala.
Paine, John G., ASCAP, New York.
Palmer, Col. B. J., WOC, Davenport, Ia.
Palmer, Fred A., WCKY, Cincinnati.
Pangborn, Arden X., KEX, Portland, Ore.
Parham, Carter M., WDOD, Chattanooga.
Parsons, Willis B., NBC Radio Recording, New York.
Parrino, Nicholas, International News Photos, Cleveland.
Part, John H., United Transcribed System, Toronto.
Patt, John F., WGAR, Cleveland.
Patt, Ralph H., WPAY, Portsmouth, O.
Patterson, Betty, WFAS, White Plains, N. Y.
Paul, Sol, BROADCASTING, Chicago.
Pearson, John E., Chicago.
Penny, Royal E., WBT, Charlotte.
Perry, John H. Jr., WJHP, Jacksonville.
Person, W. Van, WRAK, Williamsport, Pa.
Peters, H. Preston, Free & Peters, New York.
Peterson, Eldridge, *Printers Ink*, New York.
Peterson, Major, Omaha.
Petry, Edward, Edward Petry & Co., New York.
Pefferle, Les, WCBS, Springfield, Ill.
Pellegrin, Frank, NAB, Washington.
Peter, Paul F., NAB, Washington.
Pettey, James, Cincinnati.
Pittebone, Peggy, War Dept., Washington.
Pfahler, Martha Leich, WEOA-WGBF, Evansville, Ind.
Phillips, Chas. F., WFBL, Syracuse.
Pierce, R. Morris, WGAR, Cleveland.
Pierce, R. Vaughn, Buffalo.
Pill, Howard E., WSFA, Montgomery, Ala.
Pirkey, Russell J., WAVE, Louisville.
Place, Russell P., NAB, Washington.
Potter, H. J., War Dept., Cleveland.
Potter, Hugh O., WOMI, Owensboro, Ky.
Pribble, Vernon H., WTAM, Cleveland.
Price, Jack, WBDS, Columbus.
Priebe, Robt. E., KRSC, Seattle.
Pugleise, Norma, BROADCASTING, Washington.
Pulliam, Gene, WIRE, Indianapolis.
Powell, Hugh J., KGGF, Coffeyville, Kan.
Powell, Ralph C., Presto Recording Corp., New York.
Powell, W. E., Canadian Broadcasting Corp., Toronto.
Prockter, Bernard J., Biow Co., New York.
Pyle, William D., KVOD, Denver.

Q

Quarton, Wm. B., WMT, Cedar Rapids, Ia.
Quinn, Frank, KOB, Albuquerque.

R

Radford, Jack R., Canadian Broadcasting Corp., Toronto.
Radner, Roy, WIBM, Jackson, Mich.
Rambeau, Wm. G., Wm. G. Rambeau Co., Chicago.
Ramsland, Odin S., KDAL, Duluth.
Rapp, J. C., KMA, Shenandoah, Ia.
Ray, Paul, John Blair & Co., Chicago.
Ream, Joe, CBS, New York.
Reeb, Bertha E., Lakewood, O.
Reed, Dwight S., Chicago.
Reilly, John A., KOY, Phoenix.
Reineke, Earl C., WDAY, Fargo.
Reinsch, J. Leonard, WSB, Atlanta.
Revercomb, Everett E., NAB, Washington.
Richards, Robert K., Washington.
Ring, Andy, Washington, D. C.
Rines, William H., WCSH, Portland, Me.
Rintoul, Stephen R., WSRR, Stamford, Conn.
Riple, William A., WTRY, Troy, N. Y.
Ripley, Fred R., WSYR, Syracuse.
Rivers, John M., WCSC, Charleston, S. C.
Robb, Arch H., WIOD, Miami.
Robert, Glenn D., WEMP, Milwaukee.
Roberts, John C., KXOK, St. Louis.
Rock, James B., KDKA, Pittsburgh.
Rodgers, James W., WROK, Rockford, Ill.
Roeder, George H., WCBM, Baltimore.
Roesler, George, Foreman Co., Chicago.
Rogers, Howard E., SRDS, Chicago.
Rogers, Naylor, Keystone Broadcasting, Chicago.
Rollinson, June, Russel M. Seeds Inc., Chicago.
Rollo, Reed T., Washington.
Romaine, Pierce L., Paul H. Raymer Co.
Rorabaugh, N. Charles, New York.
Rosenblum, David H., WISR, Butler, Pa.
Rosenhaus, Irving R., WAAT, Jersey City.
Rosenberg, Manuel, *The Advertiser*, Cincinnati.
Rosenman, Alex, WCAU, Philadelphia.
Roth, Eugene J., KONO, San Antonio.
Rothschild, Walter J., WTAD, Quincy, Ill.
Rosenbaum, Samuel R., WFIL, Philadelphia.
Roux, Willan C., WEAF, New York.
Rowan, Bartlett J., WGY, Schenectady.
Rowley, Robert B., WICA, Ashtabula, O.
Rowse, Donovan, New York.
Ruess, Wm., WOW, Omaha, Neb.
Rumple, B. T., NBC, New York.
Runyon, Mefford R., WABC, New York.
Russell, F. M., WRC, Washington.
Rudard, J. Nelson, KTSW, Emporia, Kans.
Ryan, Frank, Ottawa, Canada.
Ryan, J. Harold, Washington.
Ryder, Les, WCED, Dubois, Pa.

S

Safford, Harold A., WLS, Chicago.
Sambrook, A. B., World Broadcasting System, New York.
Saumenig, J. Dudley, WIS, Columbia, S. C.
Soule, O. P., KTFI, Twin Falls, Ida.
Scarr, Henry F., Western Electric Co., Kearney, N. J.
Schudt, Bill, Columbia Recording Co., New York.
Schoenfeld, N., New York.
Schroeder, Willard, WCAE, Pittsburgh.
Schwartz, Ray E., WOSH, Oshkosh, Wis.
Scueder, R. E., U. S. Civil Service Commission.
Scott, Frances B., Besch Radio Prod., New York.
Scott, M. M., Fuller & Smith & Ross, Cleveland.
Searle, Don, KOIL, Omaha.
Sedgwick, Harry, CFRB, Toronto.
Sedgwick, Joseph, Toronto.
Sepaugh, Louis M., KRMD, Shreveport.
Sexton, Jack, WTAD, Quincy, Ill.
Sexton, Morgan, KROS, Clinton, Ia.
Shawd, Arch, WTOL, Toledo.
Shafto, G. Richard, WIS, Columbia, S. C.
Shapiro, M. H., *Radio Daily*, New York.
Sharp, Ivor, KSL, Salt Lake City.
Sharp, Thomas E., KFSD, San Diego.
Shearer, T. R., A. C. Nielsen Co., Chicago.
Shepard, John 3d, Yankee Network, Boston.
Sherwood, Alex, Standard Radio, Chicago.
Sherwood, E. A., ASCAP, New York.
Shopen, Frank E., KOWH, Omaha.
Sholis, Victor, Clear Channel Broadcasting Service, Washington.
Short, Ive A., WHCU, Ithaca, N. Y.
Shouse, James D., WLW, Cincinnati.
Siegel, Norman, *Cleveland Press.*
Sill, Jerome, CBS, New York.
Sillerman, M. M., Keystone Broadcasting System, New York.
Simmons, Allen T., WADC, Akron.
Simon, Arthur, WPEN, Philadelphia.
Slatter, J., Toronto.
Slavick, Henry Wm., WMC, Memphis.
Smallin, Wm. B., KIEM, Eureka, Cal.
Smeby, Lynne C., NAB, Washington.
Smith, Calvin J., KFAC, Los Angeles.
Smith, Carl E., WHK-WCLE, Cleveland.
Smith, Earle H., Edward Petry & Co., San Francisco.
Smith, Frank T., KXYZ, Houston.
Smith, Hannah, WHK-WCLE, Cleveland.
Smith, John, WCPO, Cincinnati.
Smith, Leslie F., WMUR, Manchester, N. H.
Smith, Frank R., WWSW, Pittsburgh.
Smith, Geo. W., WWVA, Wheeling, W. Va.
Smith, George S., Washington.
Smith, Harry M., WLW, Cincinnati.
Smith, Hugh M., WAML, Laurel, Miss.
Smith, Leslie G., Fuller & Smith & Ross, Cleveland, O.
Smith, Neal, WCOL, Columbus, O.
Snyder, Glenn, WLS, Chicago.
Solton, Fred, WCBM, Baltimore.
Somerville, Robert R., CBS, New York.
Sowell, F. C., WLAC, Nashville.
Spadea, Joe R., Joseph H. McGillvra, Chicago.
Spates, James L., WHAI, Greenfield, Mass.
Spence, Edwin M., WWDC, Washington.
Spence, Harry R., KXRO, Aberdeen, Wash.
Spight, Lindsey H., John Blair Co., San Francisco.
Spokes, A. E., WJTN, Jamestown, N. Y.
Squire, Burt, SESAC, New York.
Staubitz, E. J., Blaw-Knox, Pittsburgh.
Stanton, Frank, CBS, New York.
Stark, Evelyn, Chicago.
Sprague, Stuart, New York.
Stephan, Robt., *Cleveland Plain Dealer.*
Sterling, Mrs. Robt. J., Chicago.
Stewart, Emerson C., Montreal.
Stoer, Edmund M., New York.
Stoll, I. C., Michigan Radio Network, Detroit.
Stone, Harry, WSM, Nashville.
Stone, Peggy, Spot Sales Inc., New York.
Storer, George, Detroit.
Stout, Allen, WROL, Knoxville.
Stovin, Horace N., Stovin & Wright, Toronto.
Stratton, Donald G., WTAM, Cleveland.
Stringer, Arthur C., NAB, Washington.
Strotz, Sidney N., KPO, San Francisco.
Struble, Bob, W. E. Long Co., Chicago.
Stuht, W. B., KJR, Seattle.
Summerville, W. H., WWL, New Orleans.
Surrick, John E., WFIL, Philadelphia.
Swars, M. Lawrence, New York.
Swicegood, Jess, WKPT, Kingsport, Tenn.
Swintz, Robert H., WSBT, South Bend.
Swisher, Arden E., WNAX, Yankton, S. D.

T

Taishoff, Sol, BROADCASTING Magazine, Washington.
Tanner, E. S., WSIX, Nashville.
Taylor, Dale L., WENY, Elmira, N. Y.
Taylor, Graves, Cleveland.
Taylor, Ted O. L., KGNC, Amarillo.
Thomas, Norman N., WDOD, Chattanooga.
Thomas, P. M., WJR, Detroit.
Thomas, Robert D., WBNS, Columbus.
Thomas, Chester L., KFRU, Columbia, Mo.
Thomas, Harold, WATR, Waterbury.
Thomas, Helen A., Spot Broadcasting, New York.
Thompson, James L., Edward Petry & Co., Chicago.
Thompson, Roy F., WFBG, Altoona, Pa.
Thomson, Roy H., CKGB, Timmins, Ont.
Thornburgh, Donald W., KNX, Hollywood.
Thornley, Howard W., WFCI, Pawtucket.
Thrower, Fred M., Blue, New York.
Tips, Kern, KPRC, Houston.
Tison, W. Walter, WFLA, Tampa.
Tompkins, M. E., BMI, New York.
Toothill, John, Burn-Smith Co., Chicago.
Travers, Linus, Yankee Network, Boston.
Treacy, Jack, NBC Radio Recording, New York.
Troeglen, K., WIBW, Topeka.
Trenner, Harry, WNBF, Binghamton, N. Y.
Trump, Jess, SRDS, Chicago.
Tully, J. C., WJAC, Johnstown, Pa.
Turner, Jim, WIZE, Springfield, O.
Twamley, Edgar H., WBEN, Buffalo.

U

Uridge, Owen F., WJR, Detroit.

V

Vaughan, Carl, KPAC, Port Arthur, Tex.
Van Dyck, Arthur F., New York.
Van Volkenburg, J. L., WBBM Chicago.
Varnum, Ralph, KFBI, Wichita.
Venard, Lloyd George, Edward Petry & Co., New York.
Vetter, Steve A., WIOD, Miami.

W

Waddell, Hal, WJW, Akron.
Wade, Jeff, Wade Adv. Agency, Chicago.
Wade, Ralph E., KOAM, Pittsburg, Kan.
Wagstaff, Walter E., KDYL, Salt Lake City.
Wailes, Lee B., Westinghouse, Philadelphia.
Walker, Wallace A., C. E. Hooper Inc., New York.
Walker, Louie, Graybar, Richmond.
Walker, Wythe, Walker Co., Chicago.
Walker, Judith C., NBC, Chicago.
Wallace, Douglas, Graybar, New York.
Wall, H. G., WIBC, Indianapolis.
Watters, Mort, WCPO, Cincinnati.
Wannamaker, Allen E., WGTM, Wilson, N. C.
Ward, G. Pearson, KTTS, Springfield, Mo.
Wasser, G. S., KQV, Pittsburgh.
Watson, Loren L., Spot Sales Inc., New York.
Watson, Brooks, Army Radio Branch, Washington.
Way, Wm. B., KVOO, Tulsa.
Weaver, Jane, WTAM, Cleveland.
Webb, Frank V., WOWO-WGL, Fort Wayne.
Weed, Cornelius C., Weed & Co., Chicago.
Weed, Joseph J., Weed & Co., New York.
Weis, Pierre, Lang-Worth, New York.
Weiss, Lewis Allen, Don Lee, Los Angeles.
Welch, Wm. T., WSAR, Fall River, Mass.
Wells, H. G. Jr., WJHP, Jacksonville.
West, Paul, Association of National Advertisers, New York.
Wester, Wm. C., WKBZ, Muskegon, Mich.
Westergaard, R. B., WNOX, Knoxville.
Westlund, Arthur, KRE, Berkeley, Cal.
Westmoreland, H. E., WLOL, Minneapolis.
Wheelahan, Harold, WSMB, New Orleans.
Wheaton, Glenn A., War Dept., Washington.
Whitlock, Edward S., WRNL, Richmond.
White, Max, KWNO, Winona, Minn.
Whitney, Jack, KOME, Tulsa.
White, Robert H., WTAM, Cleveland.
Whiting, Lee L., WDGY, Minneapolis.
Wickard, Mary Lou, Chicago.
Wilbur, Robert C., WTSP, St. Petersburg.
Wilder, Harry C., WSYR, Syracuse.
Willard, A. D., WJSV, Washington.
Wiig, Gunnar O., WHEC, Rochester.
Williams, Gilbert D., WBAA, Lafayette, Ind.
Williams, R. B., KVOA, Tucson, Ariz.
Williamson, W. P. Jr., WKBN, Youngstown.
Willis, Marjorie B., WTOC, Savannah.
Wilson, Hal W., Wilson, N. C.
Wilson, William A., WOPI, Bristol, Tenn.
Wilson, Wm. M., William G. Rambeau Co., New York.
Wilson, Bob B., WADC, Akron.
Wilson, Howard H., Chicago.
Wilson, L. B., WCKY, Cincinnati.
Wimberly, Lawson, Washington.
Winger, Earl W., WDOD, Chattanooga.
Winner, Lewis, New York.
Winston, S. Dustin, WSM, Nashville.
Winter, Hal, New York.
Wolfe, Dr. Harry Dean, Kent State U.
Wolfe, Howard H., WFIN, Findlay, O.
Woodruff, Jim W. Jr., WRBL, Columbus, Ga.
Woods, Mark, Blue Network, New York.
Woods, Woody, WHO, Des Moines.
Woodyard, Ronald B., WING, Dayton.
Wooten, Hoyt B., WREC, Memphis.
Work, Martin H., Washington.
Wright, Charles J., WFOR, Hattiesburg, Miss.
Wright, Chas. W., Toronto.
Wyatt, Gene, WBEN, Buffalo.
Wyatt, Thomas W., WCKY, Cincinnati.
Wylie, Margaret, Chicago.
Wyse, William R., KWBW, Hutchinson.

Y

Yocum, Ed M., KGHL, Billings, Mont.
Young, Adam J. Jr., J. H. McGillvra Co., New York.
Young, Albert J. Jr., Edward Petry & Co., New York.
Young, Chas. S., WBZ, Boston.
Young, John J., WERC, Erie.
Young, Murray, WHK, Cleveland.
Young, Dr., WDGY, Minneapolis.
Youngblood, T. Doug., WFIG, Sumter, S. C.

Z

Zimmerman, G. E., KARK, Little Rock.
Zirker, Minnie, Radio Council, Cleveland.

Roscoe Heads KVAK

PAUL ROSCOE, former program manager of KGFW, Kearney, Neb., has been named general manager of KVAK, Atchison, Kan. Carl Argabrite, formerly of KIUP, Durango, Col., was added to the executive staff as commercial manager. Bernard Trott, also of KGFW, has joined KVAK's announcing staff and John Schlechter, former student of St. Benedict's College, has been added to the general staff.

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250 WATTS • 1400 KILOCYCLES
NEWS
Every Hour on the Hour
WHBQ
MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

War Convention Maps Plans for Future

Industry Ready to Meet National Crisis

(Continued from page 9)

defending freedom by appraising it properly and observing clearly its legitimate boundaries." In an address that kept the convention on edge, he outlined the pitfalls inherent in broadcasting during wartime if utmost vigilance is not exercised. He called for an exercise of "common sense" as the cardinal requisite.

J. Harold Ryan, vice-president and general manager of the Fort Industry Co., NAB director and chairman of its finance committee and general chairman of the convention committee, next appeared in his capacity as assistant director of censorship in charge of radio. Mr. Miller commented that the industry was proud of Mr. Price's selection of a practical broadcaster for this post and asserted that the last five months have proved the wisdom of the appointment.

Thanking broadcasters for the cooperation given the Office of Censorship in this "trying experiment", Mr. Ryan said the whole operation has been unique since no other country has ever tried to operate its radio on a voluntary censorship basis. While a great many mistakes may have been made, he said he was satisfied with the results thus far attained.

Mr. Ryan recited some of the problems that have cropped up in radio since the war. He emphasized that his office will clear questions individually and not lay down any blanket edicts covering particular types of programs. This is because there are so many variables to be taken into account. He admonished broadcasters to ask the censorship office whenever they are in doubt on any matter relating to war coverage.

There have been examples where stations have been asked to pass up stories which have been cleared for newspapers. This has been done without exception in the sort of "shoulder-to-shoulder" cooperation that has exemplified the performance of the industry since the war. He congratulated radio on its "apparent ability to take it with a smile".

Gen. Denig Voices Appreciation of Radio

A previously unscheduled speaker was Brig. Gen. Robert A. Denig, swashbuckling Marine Corps officer in charge of its public relations office. Before his introduction, President Miller announced that all subsequent talks would be off the record, but the "censorship ban" was lifted for portions of the addresses.

Gen. Denig also expressed his gratitude to radio for its cooperation. He didn't have a complaint to make. He told a "whopper" about his days in Nicaragua and immeasurably helped Marine Corps public relations with broadcasters.

EVERY PHASE OF THE INDUSTRY here represented. Top photo, first row (l to r): Al Harrison, United Press; Helen Thomas, Spot Broadcasting Inc.; Peggy Stone, Spot Sales Inc.; Loren Watson, Spot Sales Inc. Second row (l to r): Barney Lavin, WDAY, Fargo; John C. McCormack, KWKH-KTBS, Shreveport; Edgar H. Twamley, WBEN, Buffalo; John J. Gillin Jr., WOW, Omaha. Lower photo, first row (l to r): Wm. Rambeau, Rambeau Co., Chicago; John Payne, ASCAP; Neal Weed, Weed & Co., Chicago; Edwin Spence, WWDC, Washington. Upper row (l to r): Arthur B. Church, KMBC, Kansas City; Dr. Frank Stanton, CBS; Joe Weed, Weed & Co., New York.

Speaking for Maj. Gen. A. D. Surles, Army public relations director who was detained in Washington, Col. R. Ernest Dupuy, assistant chief of public relations, told the audience of radio's powerful impact on war operations. His hard-hitting address brought salvos of applause. He made an impression upon broadcasters, and whatever complacency might have existed in radio ranks about radio's potency as a military weapon perceptibly melted [see abstract of address on page 18].

Capt. E. P. Lovette, veteran of Pearl Harbor, one of the Navy's outstanding writers and publicists, and assistant director of public relations, who substituted for Rear Admiral A. J. Hepburn, who was ill, told of the manner in which Navy public relations must function because of war requirements. All possible information is made available to radio and the press, he said, and he added that no news had been suppressed since the war started. But he admonished the industry that radio silence "must be preserved at sea and until our ships touch port". The manner in which the enemy can determine size, location and makeup of our Naval units by a simple phrase here or there is known to Naval Intelligence and therefore every precaution must be exercised as to ship movements, he pointed out.

Background Meetings Are Held by Navy

The Navy's bureau of public relations does not embrace a "creative department to write script" or even special writers to handle magazine articles, or the like. "We take them by the hand and show them around," he said, declaring that is "the American way" of journalism. A seminar also is held once a week in Washington for news and radio men to acquaint them with Naval activities but in an entirely off-the-record fashion. This background work has proved valuable, he declared.

High praise for the work of Mr. Price's office was voiced by Capt. Lovette. He said the Army, Navy and the Office of Censorship are "all playing ball and we hope you will play ball with us".

Maj. Gen. F. G. Beaumont-Nesbitt, of the British Army staff, was given rising applause preparatory to his off-the-record address. He expressed his deep thanks for the tribute not to himself, but to his country. Gen. Nesbitt outlined what England is doing and has done in the way of military intelligence, drawing on his experience as director of military intelligence for two years.

Earl J. Glade, KSL, Salt Lake City, chairman of the NAB Code Committee, commended the industry for its voluntary regulation up to and since Pearl Harbor. The wisdom of the self-regulation code, he said, has been reflected in events since our entry into the war. Recent action of the Post Office Department in banning Father Coughlin's *Social Justice* from the mail as subversive was cited by Mr. Glade as an example of the foresight and judgment of the industry, which three years ago wrote into the code a ban against commercialized religion or discussion of controversial issues except by accredited candidates or their qualified spokesmen.

"We are only now beginning to appreciate the values of self-regulation," Mr. Glade said. He pointed to radio's tremendous provocative influence and urged the industry to use it wisely.

Radio in this war has only two basic assignments, asserted the Utah broadcaster: "One, to win the war; two, to win the peace."

MacLeish Reassures Industry's Position

Mr. MacLeish was the principal speaker at the Monday luncheon, attended by approximately 1,000 broadcasters, representatives of related groups and their guests.

Reassuring word came from the director of OFF that the Government, in its mobilization of media for dissemination of the war story, does not look to radio for cooperation "in terms of facilities, but in terms of men".

"If it were simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities and its own hours, and you as citizens of the Republic would be the first to advise us to do just that," he said.

Describing what is expected in the way of cooperation between Government and radio, Mr. MacLeish asserted that radio is going to do the job itself and is going to apply to the doing all of its skill, experience, tremendous resources of ingenuity and imagination and "all the force and verve and vitality of a young and dynamic industry". Seeking to clear up all misunderstandings, Mr. MacLeish said that the Government has not asked for facilities but for performance of a job.

"The Government," he said, "has

FAIR LADY POSES with convention group (l to r): Clark Luther, KFH, Wichita; Carl Haverlin, BMI; Merritt E. Tompkins, BMI; Mrs. W. W. Finn, Miss Cleveland 1941; J. Howell, KOMA, Oklahoma City; Glenn U. Snyder, WLS, Chicago; William B. Gillespie, KTUL, Tulsa; Joseph Hershey McGillvra; Adam Young, McGillvra Co., New York. An exceptionally large number of wives accompanied delegates.

not specified that it wants so many minutes or so many hours of the day, but simply has asked broadcasters to decide for themselves what needs to be done to secure the results which must be accomplished." [For text of MacLeish address see page 11.]

Monday afternoon was given over to group meetings, highlighted by a department store panel which was characterized as "an undressing session" on the part of both groups. Retailers' failure to give what broadcasters construed a fair trial and the inability, on the other hand, of radio salesmen to sell such outlets on the medium, highlighted the 2½-hour session [see separate story on page 15].

Opening the Tuesday morning session, President Miller reported that Paul V. McNutt, Federal Security Administrator and chairman of the War Manpower Commission, scheduled as the luncheon speaker on Wednesday, would be unable to appear because of a special assignment given him by President Roosevelt.

General Hershey Cites War's Manpower Demands

Emphasizing the importance of priorities of both men and material in wartime, Mr. Miller introduced Gen. Hershey. The Selective Service head gave radio men no assurance of overall deferments, but pointed to the necessity of maintaining essential manpower outside the armed forces in pursuits identified with the war effort.

In a thumping address, during which he apparently anticipated most of the questions in the minds of broadcasters, Gen. Hershey told of the manpower problems involved in modern warfare. The session was thrown open to questioning, but not a solitary broadcaster raised his voice to inquire about deferments.

Alluding specifically to radio and the question of how to defer essential men in the field, Gen. Hershey pointed out that unfortunately "you're a young industry" and there are few men over 45 who would be automatically exempt. The overall question, he said, is how we are going to do the things that should be done at home and leave behind the essential people. He emphasized that selective service "lives only by public opinion".

Asking broadcasters for their suggestions, he said the Government did not want to make a mistake because of public reaction. He alluded to one profession without mentioning it by name (journalism), where Selective Service headquarters had observed that it was an essential wartime pursuit, only to have that industry react unfavorably. It was obvious that public reaction was such that the industry decided it did not want special treatment.

Asks Broadcasters To State Industry's Wishes

Gen. Hershey said he did not want to make the same mistake in the case of radio and called upon broadcasters to post him on the industry's wishes.

Gen. Hershey covered all aspects of the selective service problem before specifically mentioning radio personnel. He gave radio abundant praise for its work in selective service and in informing the people of what is being done.

Reiterating previous statements, Gen. Hershey said we look forward to the time that every able-bodied man will be either in the armed forces or working behind those men in some essential pursuit which will be commensurate with or give a return greater than armed service. With 65% of the population in some fashion involved in dependency situations, he said it had become necessary for Selective Service headquarters to reclassify such cases. The right of dependency is being denied automatically to those men who acquired dependents after the Selective Service Act, he declared.

Moreover, because of the tremendous manpower requirements, persons heretofore regarded as unfit for military services are being accepted. They might not make ideal soldiers, he said, but in modern warfare the requirements are not so strict.

Price Chief on Problem of Rationing

Pointing to radio's job as a medium, Gen. Hershey said that, insofar as personnel mobilization is concerned, it transcends the job of procurement of manpower. There is also a tremendous task of maintaining "the physical, mental and emotional help of the people". He called this one of radio's most important tasks.

Substituting for Joel Dean, chief of the fuel rationing division of the Office of Price Administration, John G. Neukom, chief of OPA operations section, outlined to the convention the job of rationing of commodities ahead. He discussed primarily the gasoline rationing situation and in his preliminary comments covered the whole field.

The solitary purpose of rationing is to distribute vital materials to accommodate essential war needs and to see that the remainder is equitably distributed to the public. He said rationing is the handmaiden of priorities. There will be other commodities rationed before long, supplementing tires, gasoline and sugar. The card rationing system has been devised as the fairest but not the simplest means.

Asserting there is nothing new about rationing, Mr. Neukom pointed out that we had it during the last war and that we were on the verge of drastic commodity rationing when it ended. In this war, all rations are on civil rationing systems, he declared. America is still a rich country but a big one, said Mr. Neukom. Transportation is the bottleneck. Gasoline rationing stems from the diversion of tankers to supply our armed forces. While a big capacity has been built up to carry oil to the East, there still is a serious shortage. He said there was no attempt to restrict automobile use arbitrarily, but that the May 15 plan has been in the works for many months.

'X' Cards to Cover Special Classifications

He explained that until July 1 gas rationing will be effected under a temporary card system. There will be five types of cards issued. All commercial vehicles, whatever their nature, will procure all the gas they need, as in the past, without restriction. Similarly, doctors and nurses and other professional people identified with the public health will not be restricted, under "X" cards.

The "A" cards, containing seven squares each covering a specified unit, will be issued to non-essential users. Then there will be "B" cards issued to those who use vehicles for vocational purposes and entitle them to varied units, depending upon requirements.

Since the war, both pleasure and business mileage has dropped perceptibly, Mr. Neukom declared. The amount of gas to be allowed for the restricted classes will be determined later and then readjusted in July, he said.

President Miller, following the addresses, said there was a rumor current in Washington that they will soon be rationing rationing cards.

Canadian Statesman On the Dominion's War

Luncheon speaker on Tuesday was Hon. Humphrey Mitchell, Minister of Labor of Canada, who in an inspiring address discussed war and labor. He talked about the tremendous sacrifices already made by the people of Canada, rich man and poor man alike, citing examples valuable to the American wartime economy.

United action, not alone by Canada and the United States but by all of the allied nations, to subjugate the Nazi and Japanese juggernauts, was called for by the Canadian statesman. A member of the American Federation of Labor and of its International Brotherhood of Electrical Workers, Mr. Mitchell also is director of selective service of Canada and head of its Manpower Mobilization Board.

"This war," he said, "is going to be won on the industrial structure of North America. The North American continent has a rendezvous with destiny. We are in the twilight of civilization unless we measure up to our responsibilities."

Mr. Mitchell was given thunderous rising applause following his address. Like the observations of previous headliners, it served to bring home the impact of total war and impressed broadcasters with the relative triviality of their own problems.

Little Interest in Copyright Meeting

That copyright no longer is regarded as a serious problem by broadcasters was indicated at the Tuesday afternoon session, when fewer than 200 broadcasters showed up for the discussion. That, in contrast to events during past years when the copyright issue nearly always highlighted the agenda and proved the turning

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point on several occasions in industry affairs.

Mr. Miller, brought into the NAB in 1938 primarily to beat the copyright problem, observed that the industry had gone a long way since those warring days. He won an ovation when Sydney M. Kaye, vice-president and general counsel of BMI, alluded to the job he had done.

A new music performance problem, however, was thrown into the fray—"payola", the bribing of performers and orchestra leaders to plug numbers on sustaining programs and thereby popularize them and boost music and record sales. It was estimated that the "payola kitty" runs a half-million dollars. Reputable publishers have been forced into the practice to offset the gains made by unscrupulous ones, it was said.

A resolution condemning the "pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance" of such music was offered by Tom Sharpe, KFSD, San Diego, and was to be voted on at Wednesday's session. It proposed that broadcasters exercise supervision of programs and do all in their power to prevent "payola" and that the NAB direct that all possible efforts be made to terminate the practice and take appropriate steps.

Haverlin Tells of Industry Response

Carl Haverlin, station relations director of BMI, first speaker on the copyright forum, revealed that 728 of the industry's 888 commercial stations already have signed 8-year BMI licenses, along with 17 networks, both national and regional. This is against the high figure of 782 BMI station members under contracts which terminated last March.

Savings accruing to the industry as a result of the BMI victory over ASCAP will be most substantial, even with stations taking both BMI and ASCAP licenses, he said. In 1940, the industry paid ASCAP an estimated $5,200,000 on performing rights. If the old basis of a 5% royalty on receipts had prevailed during 1941, based on business that year, he said some $6,600,000 would have been paid ASCAP. Under the ASCAP proposals, which resulted in the showdown, the industry would have paid approximately $9,000,000.

Mr. Haverlin estimated that the maximum which can be paid to ASCAP under present contract requirements is $3,600,000 this year. This would mean an estimated savings in excess of $40,000,000 over the 8-year contract period, as against what ASCAP first asked.

Based on contracts already signed, ASCAP stands to take in $2,500,000 from radio, with BMI receiving about $1,500,000. This aggregate will be 30% less than the industry paid for ASCAP alone in 1940 and 43% less than the estimated 1941 tribute.

MINIATURE CONVENTION at the Statler. Front row (l to r): Steve Rintoul, WSRR, Stamford, Conn.; Glenn Z. Snyder, WLS, Chicago; Leonard Nasman, WFMJ, Youngstown. Rear row (l to r): Hal Hayden, Press Association, New York; Joe Eggleston, WMC, Memphis; Walter Rothschild, WTAD, Quincy, Ill.; Ted Enns, Iowa Broadcasting Co.; J. C. Liner Sr., KMLB, Monroe, La.; Henry Slavick, WMC; Guy Herbert, All-Canada Radio Facilities; C. E. Langlois, New York.

Tompkins Advises Protection of Interests

M. E. Tompkins, vice-president and general manager of BMI, painted a bright picture for BMI, but urged stations to protect their interests in their performing rights society. Because of the "magnificent support" of the industry, he said that BMI had been able to succeed in its task. It has more than 300 affiliated publishers who have combined catalogues well in excess of a half-million titles.

After reciting many BMI hit tunes, Mr. Tompkins brought out that two-thirds of the music now performed is non-ASCAP, being BMI, public domain or the works of other individual publishers. BMI has many new tunes coming up, particularly motion picture production music, including Walt Disney's production *Bambi*, to be released in New York several weeks hence. The preview, expenses for which were paid by Mr. Disney, including the hiring of a theatre, was witnessed by the convention Wednesday night.

Mr. Kaye said there are two "healthy symbols" at the meeting —the great number of empty chairs, signifying that broadcasters no longer regard copyright as a number one problem; and, the presence of ASCAP General Manager John G. Paine on the rostrum as an invited guest and speaker and not an interloper.

Mr. Kaye referred to the picture on page 86 of the Convention Issue of BROADCASTING, displaying the NAB's founding fathers in 1923, who met to "break the music monopoly of ASCAP". That was the beginning of the NAB, he pointed out, and music was its headache.

Mr. Kaye referred to the "great success story" of BMI told by his colleagues. While BMI could say it has "justified its existence", he declared, nevertheless the organization instead of becoming smug, lax and complacent, is following through. He observed it was well "we haven't got a minor league war" now, with the nation in all-out conflict. The only purpose of music today is to "help build the national morale", he commented.

'Payola' Described As Serious Problem

The "payola" development was described by Mr. Kaye as a "festering sore", which has recently broken out. Respectable elements in the music industry don't like "payola" but they must get their music played to offset competition, he said, charging that the practice is being used to divert sustaining programs into "cheap and secret advertising programs" in violation of law. Stations and networks must supervise programs to see that nothing influences the selection of music except merit and quality.

Mr. Kaye recalled that when BMI was formed two years ago, President Miller went out with only a corporate name and "a gleam in his eye" and got 250 members on one trip. That was the nucleus of the organization, he said. He expressed his appreciation also to the BMI Board for its indefatigable work and to NBC, CBS and the BLUE for "quietly digging down in their pockets" to advance six months in dues to tide BMI over its license renewal period.

BMI today has reputation and standing with publishers and writers and has good relationships with all, he said. BMI needs the help of broadcasters, he asserted, not to favor BMI tunes, but to guard against discrimination. With that sort of help, BMI will be built as a "permanent monument of strength" and a "permanent service to broadcasters", which in turn will make it a "permanent service to the public".

Introducing ASCAP General Manager Paine, Mr. Miller said that ASCAP and the industry have had a bitter battle, but that it was fought "fair and clean". It marked the first appearance of an ASCAP executive before an NAB convention in several years.

Paine Appreciative, Recalls St. Louis Meeting

Mr. Paine said the fight with radio was "seared deeply into my memory". He expressed a deep sense of gratitude and appreciation for the opportunity to appear, recalling that last year at St. Louis he did not feel so welcome. Mr. Paine reported ASCAP has 635 commercial contracts from broadcasters, in addition to 32 non-commercial contracts. Of the aggregate, 102 are per-program contracts as against only 8 by BMI. In many instances, stations have taken blanket sustainings and commercials, and in others they have taken per-program commercials and blanket sustainings or other combinations, he said.

Many broadcasters do not know what the current contracts mean, he declared. The 48 chain contracts may be increased to a thousand in a year by virtue of the consent decree definition of chain service, which is two or more stations tied together, he said. The clearance at the source requirement makes it necessary to issue a chain license for that service, he added.

Because of this requirement, ASCAP has decentralized its radio activities and has established offices in key areas throughout the country. Stations can call these offices for contract rates, which will result in substantial savings in long-distance telephone calls, he

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(Results of Typical Surveys Available on Request)

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said, and estimated this would amount to a savings of $15,000 a year. These offices are equipped to render overnight or even hourly service on clearance at the source.

The greatest problem in connection with per-program contracts is that of advertising agency handling, Mr. Paine revealed. This arises largely from the need to furnish information under the per-program license, which runs into detail. He said he hoped the industry would be able to go back to the situation that prevailed prior to 1940, with uniform percentage payments, rather than per-use or compensation contracts. So many problems not contemplated have arisen under the consent decree requirements that he was confident all concerned would welcome the old percentage basis.

Reviews Society's New Program Service

Mr. Paine outlined to the convention ASCAP's new program service, which he predicted would prove a boon both to the industry and to the Society in its dealings with broadcasters. It is designed to help stations merchandise ASCAP music [BROADCASTING, May 11].

Many stations do not know how to use ASCAP's "rich repertoire", he declared, in extolling the service. It will enable stations to realize revenue and make ASCAP service pay, rather than prove an expense. A presentation, along with the first series of 13 weeks, will be on the desk of every broadcaster upon his return from the convention, he declared. The service is produced in three separate groups so competitive stations in the same market will not receive duplicate production.

Callahan Tells of SESAC Service

In addition to the regular service, ASCAP will produce special day and holiday scripts, tying into its catalogues. He said experiments have been conducted for about a year and have worked well.

Leonard D. Callahan, general counsel of SESAC, who had addressed practically all of the NAB district meetings, told the convention his organization has 839 licensed stations. He expressed the deep appreciation of SESAC for the "magnificent support you have given to us".

INTENT on the subject of the draft's inroads on broadcast technicians is Stanley Hubbard, KSTP, St. Paul (right), as he ponders the words of Brig.-Gen. Lewis B. Hershey. director of the Selective Service System.

SESAC several years ago developed a station relations staff, all of them experienced broadcasters who know station programming and music problems, he said. He introduced Claude Culmer, Atlantic Seaboard representative; Bert Squire, who covers the Midwest; Gus Hagenah, the Central States; Emile J. Gough, former executive vice-president of Hearst Radio Inc., West Coast manager.

SESAC started servicing stations several years ago and last year began distributing program service bulletins in an effort to aid stations in programming work. SESAC music is being used for recordings and transcriptions, with the payment of special fees in the interest of commercial radio development, he declared.

Robert Keller, sales executive of Associated Music Publishers, said his organization, in the forefront of the serious music field, has been licensing stations at a nominal flat rate for 15 years. The license covers unrestricted use of its catalogues and AMP has kept pace with the growing demands of radio by adding new catalogues and by supplying some popular music, in addition to its symphonic, concert and solemn catalogues, he said. Without referring specifically to other licensing groups, Mr. Keller said AMP had never "busted over the horizon waving a contract in each hand".

In a question-answer session, Plez Clark, KFH, Wichita, a per-program licensee, asked Mr. Paine whether ASCAP couldn't simplify its program logs. The ASCAP executive said that everyone wanted to accomplish this, but certain basic information had to be procured. The logs supplied by a single station for one month, he said, entail a tremendous amount of clerical and auditing work.

Logs Are Necessary, According to Paine

Mr. Clark asked if it would be possible for ASCAP to allow stations to pay on their per-program licenses without furnishing the logs. The latter could be available for ASCAP auditors to check at any time. Mr. Paine said this was out of the question, since it takes about three weeks to audit the accounts of a single station. ASCAP does not regard broadcasters as "cheats", he said, but as responsible businessmen.

While Mr. Paine had deprecated the per-program license, he said he personally liked the theory of it because it was the only hope ASCAP had of getting more money from radio. Experience already has shown, he declared, that some per-program stations are paying ASCAP more than they did under a blanket license.

Fred Fletcher, WRAL, Raleigh, said he had heard comments that BMI "is dying a slow death" and that it will simply be employed as "a loaded shot-gun" to be used when necessary. Mr. Kaye said the BMI "fall-off" had not been such as to justify such stories; that it had suffered somewhat during the transition period, but that BMI and public domain music still constitute 60% of all performances.

High tribute to the work of the NAB Sales Managers Committee, headed by Eugene Carr, assistant manager of WGAR, Cleveland, who this week becomes an assistant to J. Harold Ryan, assistant director of censorship, was paid by President Miller in opening the Wednesday morning business session. He said most favorable comments had been received from delegates as well as agency men on the sales managers' activities during the convention.

Opening his address, Mr. Carr said that many broadcasters had asked him what he was going to do after the war was over and his censorship job terminated. He said he had told them the same thing he has been preaching since the war began—that he was going to conduct such an aggressive advertising and publicity campaign that he would be well remembered when the war is over.

Mr. Carr said that when he took over the chairmanship of the Sales Managers Committee the group decided to settle down to the job of making it easy for more advertisers to buy more time on more stations. The committee worked with the AAAA in developing a new contract form. It went after program checking services and issued its manual of radio advertising.

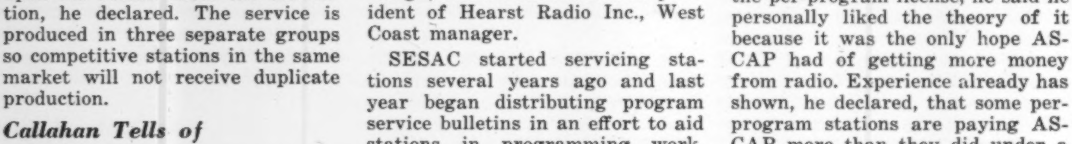
Then came Pearl Harbor. Everything changed from defense to war and radio for the first time in his history was called upon to operate in an uncertain war economy, he said. Unified action was called for if the time salesman was not to become the forgotten man of radio, he felt.

Sees Rough Days Ahead for Industry

The committee began working with timebuyers and national representatives and tackled the problem on every front. The new order form has been approved and he predicted that the checking service is "on its way out". "We met and isolated some of our problems," Mr. Carr said. "Many of our fears were dispelled when we got in and did a 'shirt-sleeve job'."

Pointing out that during the next few years the going will be tough, Mr. Carr said that it will take "shirt-sleeve operation" by managers, sales managers and every member of the station staff. Finally, Mr. Carr paid tribute to "that man Frank Pellegrin". He commended his aggressive thinking, planning and expediting of the association's work.

An inspiring address, "The Bridge to a New Democracy", was delivered by Arthur Horrocks, counsel, public relations department, Goodyear Tire & Rubber Co., at the Wednesday morning session. Pointing to the United States as the "have" nation, while the rest of the world constitutes the "have nots", Mr. Horrocks enumerated



MIDWEST AND EAST meet in the hallways (l to r): Walter Koessler, WROK, Rockford, Ill.; W. F. Craig, WLBC, Muncie, Ind.; F. A. Higgins WDAN, Danville, Ill.; William Moore, WBNX, New York; Irving Rosenhaus, WAAT, Jersey City; James Rodgers, WROK, Rockford.

the monetary, production and mechanized advantages of this country as opposed to the rest of the world. The difficulty of making the American people "hate their enemies" is one of the obstacles to be overcome in the road toward victory, he said.

With Pearl Harbor, he said, there came the end of our "mass production" era. Broadcasters can do much in the war by telling the public that it shouldn't point the finger of scorn or derision at the seeming slowness of our war production transition.

"We're slipping from second gear into high gear," he said.

Asserting that the United States has taken leadership in the war's prosecution, he said this was inevitable because of the swift development in this country. Because of the development of communications and transportation, we are able to save so much time that "we can live two lifetimes in the allotted three-score and ten."

McClintock Outlines Work of Council

In introducing Dr. Miller McClintock, executive director of the Advertising Council, formed two months ago to correlate all advertising media activities in the war effort, President Miller alluded to rumors and rumblings in Washington about the future of advertising. The Council was set up to do a constructive job, and in selecting Dr. McClintock picked the "best possible man for the undertaking".

In an extemporaneous talk, Dr. McClintock outlined to broadcasters what already has been done in the media's collaboration with the Government and some of the things that are in prospect. He paid highest tribute to radio for use of its "potent voice" to accomplish the many unprecendented things which must be done in the war.

Everyone who has any understanding of the character of this struggle "salutes radio," he asserted. Pointing out that early in the war advertising leaders saw the necessity for teamwork, Dr. McClintock said the Council was set up voluntarily to collaborate with Government in every possible way and to use the "skill and hard-hitting capacity" that unity of the media could provide.

SAID THE NORTH CAROLINIANS to the South Carolinans, it's a long time etc. . . . Left to right: Ollie Carpenter, WPTF, Raleigh, N. C.; Mrs. G. Richard Shafto, WIS, Columbia, S. C.; Richard H. Mason, WPTF; Mrs. John M. Rivers, WCSC, Charleston, S. C.

During the last war, he pointed out, four-minute speakers were employed to sell liberty bonds, which was that era's counterpart of radio. It was a slow, difficult system of contacting the people.

"Gosh, I hope she listens to the news on WFDF Flint Michigan after this attack!"

The Council dedicated itself to the single purpose of marshalling all of the forces of advertising in the common war interest. There were no conditions or qualifications, he said. By so doing, the greatest of all propaganda skills and mechanism could be set to work in the proper moulding of public opinion. The goal is to influence and direct the hearts and the minds and the hands of all people in the war effort.

Dr. McClintock pointed out that in 1933 Hitler sent a mission of advertising men to this country, ostensibly to learn our propaganda methods. He said that Goebbels' propaganda machinery used in a dictatorship unquestionably is based on knowledge gained by that mission.

The Council's work in Washington during the last two months has tended to eliminate some of the confusion in dealing with wartime Government, he pointed out, recalling there is nothing so pathetic as the sight of a great democracy trying to go to war. But he called this very shortcoming a safeguard of our fundamental liberties.

Pays Tribute to Work of W. B. Lewis

The Council has contacted Governmental agencies and provided channels through which each medium could go to quickly learn that which is most needed in the war activity. He revealed there are 20 great projects being developed touching on every aspect of advertising media operation. Thus far, he said, no medium has felt the impact of war more than radio. Government officials rely on it to get their messages to the people speedily. If stations had devoted 60 hours per week to Government programming, it would not have absorbed all of the demands first made, he said.

Radio was bombarded to the point where "war fatigue" was getting into programs, according to Dr. McClintock. He paid tribute to William B. Lewis, associate director of OFF, for the time-pool and allocations plan worked out for Government agencies and enforced during the last fortnight.

The ready cooperation of advertisers as well as media in this work has been demonstrated, he said. Of 183 commercial advertisers who were asked to provide time for a particular project, he added, 180 responded affirmatively and immediately.

Looking to the future of war advertising, Dr. McClintock pointed out that heavy industries making durable goods constitute a new segment of accounts. They want to tell their story as active participants in the war in this "greatest of social struggles", he said, and at the same time keep alive their identity. Such fields as rubber, automotive and petroleum, which make up a large part of consumer advertising, have shown an eager desire to tell the public about their participation in the war effort and how to conserve materials, even though they have nothing to sell.

Dr. McClintock mentioned the gigantic new material salvage plan, which throws advertising in reverse and which will entail some $3,000,000 in advertising expenditures. More than $2,000,000 of that already has been allocated and the other million is in sight he went on, stating that the vital job is to convince the people to bring back goods which they have already purchased, so it can be used in the war effort. All of this $3,000,000 will be new money and not taken from existing appropriations, he pointed out.

The story of the new war bond selling campaign, drafted through the Council three weeks ago, was related briefly by Dr. McClintock. Secretary Morgenthau, he said, wants voluntary purchase of bonds, in the face of lagging sales. If this is not accomplished, there will be regulation of wages and salaries, with a fixed portion of pay going to purchase of bonds. The plan produced through the council was accepted immediately upon presentation. It encompasses the job of selling the war to the people.

Mr. Miller pledged cooperation of the broadcasting industry all down the line in the Advertising Council's work.

Radio's Vital Role Commended by Hook

As one of the two luncheon speakers Wednesday, Charles R. Hook, president, American Rolling Mill Co. and former president of the National Assn. of Manufacturers, discussed industry's role in the war offensive. But he took time out to commend radio in glowing terms for the confidence it has built up among all Americans.

"When the last piece of copy is set in type for the page in history describing this phase of radio's contribution to the war effort it may justly be captioned 'well-done'."

After reviewing the transition of industry to war production, along with the obstacles which have been overcome, Mr. Hook said that our men now are being supplied with an abundance of the world's best armament by free men in a free country. Calling this combination unbeatable, he declared industry has demonstrated again and again its determination to let nothing interfere with the all-out production effort that victory may be achieved at the earliest possible moment.

Radio's job in reaching into every American home and in instilling the understanding, faith and confidence in the capacity of free enterprise needed to "get over the hump" was lauded by Mr. Hook. No industry nor association of industries could do that job, but radio "could and did". Subsequently, he said, radio has given aid and encouragement to every collateral phase of the war effort.

"Hitler is a *louse*," Pierre J. Hurr, former Berlin correspondent of International News Service, told the luncheon session as second speaker. Recently returned from eight years as a Berlin correspondent, Mr. Huss laid out Nazis and Nazidom, but warned against clever fifth column and other incursions in the western hemisphere.

He pointed out that in Germany no such luncheon session (attended by about 600) could be held. "Goebbels tells you how you should sleep, act and think," he said, after hav-

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CBS

ing displayed German rationing cards to the audience.

Calling 1942 the year of Hitler's defeat, Mr. Huss said the dictator in his heart "knows he's licked". He said he last talked to him in November, and described him as a "combination of a low actor, liar and bum".

Fifth column activities of Hitler also were described by the correspondent, who said men are smuggled into the country by submarine, with instructions to agents here or for other subversive purposes. He called Hitler "the evil behind all evils" in the war offensive.

The last speaker on the luncheon session came by remote control—Director of Censorship Byron Price, from Washington. In a confidential address carried over closed circuits of the networks to station executives and newspaper editors seated in their studios throughout the country, he told them how to handle news and broadcasts before, during and after an air raid. The instructions and suggestions were entirely confidential and not for publication and repetition, as have been past "closed circuit" informational transmissions to editors and broadcasters.

Status of Networks In NAB Discussed

At the concluding session Wednesday afternoon, the meeting was restricted to active members only, with non-members, associates and the press excluded.

Ellsworth C. Alvord, Washington tax attorney retained by the NAB to fight discriminatory taxes against the industry last year and this, told the convention what to expect in increased taxes under the new wartime revenue measure pending in Congress. He assured broadcasters there was no immediate danger of any special imposts against radio such as that espoused last year by John B. Haggerty, of the Allied Printing Trades Union, and proposed again last month before the House Ways & Means Committee.

Coming to the issue of active versus associate membership for the major networks—the only controversial question to arise during the convention—several pro and con addresses were made from the floor.

FROM HITHER AND YON came (l to r): Harold Burke, WBAL, Baltimore; Lawrence Heller, WINX, Washington; Cecil Hackett, WINS, New York; Gordon Brown, WSAY, Rochester; Roy Albertson, WBNY, Buffalo; Michael Hanna, WHCU, Ithaca, N. Y.; Harry Burdick, KGGM, Albuquerque, N. M.; J. A. Short, WHCU, Ithaca; Leonard Callahan, SESAC. Mr. Brown came over from the MBS meeting.

John Shepard 3d, president of the Yankee Network and chairman of the Broadcasters Victory Council, gave a factual outline of his series of amendments, which in effect would deprive the networks as such of membership on the board of directors, except through district elections in which their managed and operated stations might participate.

He said there had been charges of network domination of the NAB and that in these times industry unity was necessary. He contended, however, that the networks as such are not station licensees but are in effect programming and sales organizations.

Need for Unity In Industry Stressed

Asserting that the NAB had lost a lot of members since the convention last year, largely because of purported network domination, he predicted that if they were admitted to active membership there would be wholesale resignations. Mr. Shepard referred to the letter of Niles Trammel, NBC president, advocating associate membership for the networks at a nominal fee [BROADCASTING, May 4].

F. M. Russell, NBC vice-president and an NAB director, told the convention that Mr. Trammell's views have not changed. Afterward he read the letter to the convention and urged approval of the Trammell proposal, which would permit network executives to qualify for election as directors-at-large but would give no posts as a "matter of right".

Don S. Elias, WWNC, Asheville, chairman of the NAB board's streamlining committee, called for a united industry and asserted that he felt that since the networks are essential to the industry, they should be elected to active membership.

Edward Klauber, chairman of the CBS Executive Committee, was reported to have clinched the sentiment with his address. He pointed out that the NAB during the last two years has asked the networks to contribute money in addition to dues of their managed and operated stations for various enterprises undertaken on behalf of the entire industry.

Ridiculing charges of network domination, he said he had only one vote on a board of 24 and that he sometimes dominated the board by the persuasion of his voice, but on other occasions was voted down. He said flatly that CBS did not care to be associated with the NAB as a network if it did not have active membership.

The vote on the four resolutions endorsed by the board, which accorded networks active membership and abolished the executive committee, was about 4 to 1. The vote varied on each resolution, with approximately 165 for, 32 against.

CBS Names Kesten For Post on Board

Mr. Klauber promptly nominated Paul W. Kesten vice-president and general manager of CBS, as the CBS director on the new board. NBC and the BLUE did not designate directors.

What position NBC and the BLUE will take with respect to membership in the NAB was not indicated. Mr. Russell declared the matter, insofar as NBC was concerned, would be decided by President Trammell. Mark Woods, BLUE president, did not immediately make known his decision.

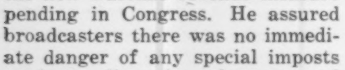
By paying dues according to income scale, along with station members, CBS and NBC each would be levied $24,000 a year and the BLUE about $9,000 a year. This is exclusive of the regular scale paid by M & O stations in their income brackets. MBS is not a member of NAB.

Election of directors-at-large then took place. Mr. Elias was re-elected without opposition as one of the two regional directors, while Gene O'Fallon, KFEL, Denver, who was to retire as a district director, was re-elected without opposition as a director-at-large for regional stations.

There were contests in both the big station and the local station fields. Elected large station directors were Edwin W. Craig, WSM, Nashville, and Joseph O. Maland, WHO, Des Moines both of whom served on the preceding board. Mr. Craig had retired as district director and succeeded James D. Shouse, WLW, Cincinnati as a director-at-large. Others nominated for large station directors were Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; C. T. Lucy, WRVA, Richmond, and John McCormack, KWKH, Shreveport.

Herb Hollister, KANS, Wichita, and James W. Woodruff Jr., WRBL, Columbus Ga., were elected local station directors, continuing on the board. Mr. Woodruff was re-elected, while Mr. Hollister, who had retired as a district director, replaced John Elmer, WCBM, Baltimore, as a director-at-large.

PRE-CONVENTION CONGREGATION, this group foregathered in the Statler lobby. Front row (l to r): Milton Blink, Standard Radio, Chicago; Phil Meyer, KFYR, Bismarck, N. D.; Carl Vaughan, KPAC, Port Arthur, Tex.; F. E. Fitzsimmonds, KFYR; Howard Chernoff, West Virginia Network. Back row (l to r): John Blair, John Blair & Co., Chicago; Paul Ray, John Blair & Co.; Jerry King, Standard Radio, Hollywood; James Connolly, Branham Co., New York.



THIS IS NO BULL..
WE GET RESULTS!
CBS AFFILIATE
KGVO
MISSOULA - MONTANA

work Affiliates Inc., told the convention there was nothing to the reports that this organization was anti-NAB. Calling for unity in the industry, he said NAI is pledged only to work in the best interests of network affiliated stations. He pointed out that of 94 NAI members, only 5 are not members of NAB.

Winding up the convention, the board in quick succession adopted a series of resolutions. These included the customary formal conveyances of thanks to the guest speakers, the hotel and the local arrangements committee.

Expression of thanks also was extended to Neville Miller and to his staff for the work performed during the preceding year and to the chairmen of committees.

Resolutions also were adopted solemnly rededicating the industry to the preservation of the unity and morale of the American people; expressing appreciation of the confidence in broadcast advertising of General Motors in inaugurating its advertising campaign "Cheers From the Camps", and to the War Dept. for its good offices in helping bring this about; commending its War Committee, headed by John E. Fetzer, WKZO, Kalamazoo, for its work in the war effort; endorsing the proposals made by President Miller before the House Interstate & Foreign Commerce Committee on the Sanders Bill.

"The fair treatment which has been accorded to the broadcasting industry by the press generally" in its effort to keep radio free, was likewise commended by resolution.

The board adopted a resolution approving the Code Committee's declaration that the broadcasting of race results, race by race, constitutes "bad radio". This was aimed at sponsorship in several cities of all-afternoon sports programs giving such detailed accounts, which have been condemned as borderline if not in violation of law. It did not condemn the broadcasting of race results at the end of a day's races, or condemn the broadcasting of descriptions of outstanding horse races such as the Kentucky Derby.

A resolution deprecating contingent, guaranteed or per-inquiry business, or other efforts to persuade broadcasters to relax their standards of ethics was adopted. Another commended the work of Frank Pellegrin, director of the Department of Broadcast Advertising, for his *Manual of Radio Advertising*.

Finally, the convention adopted a resolution, originally proposed by Tom Sharp, KFSD, San Diego, condemning "payola" or the exercise of influence over the selection of music performed over the air by music publishers, terming it a "pernicious practice" and "bribery".

The retiring NAB Board held its closing session Wednesday afternoon, but took no final action.

PREXY BILL PALEY attends his first NAB convention in a decade. Front row (l to r): Leo J. Fitzpatrick, WJR, Detroit; William S. Paley, CBS president; John F. Patt, WGAR, Cleveland. Back row (l to r): Mefford R. Runyon, stations vice-president; Edward Klauber, executive committee chairman; Isaac D. Levy, who is managing WCAU, Philadelphia, while his brother Lieut. Leon Levy is serving in the Navy; Eugene Carr, recently appointed aide in the Office of Censorship, Washington.

MANAGED AND OPERATED station chieftains of CBS. Front row (l to r): A. E. Joscelyn, WBT, Charlotte; Jack Van Volkenburg, WBBM; Mefford R. Runyon, stations vice-president; Art Hayes, WABC, New York; Earl Gammons, WCCO, Minneapolis. Second row (l to r): Harry C. Butcher, Washington vice-president; Don Thornburgh, Pacific Division vice-president; A. D. Willard, WJSV, Washington; Kingsley Horton, WEEI, Boston; Merle Jones, KMOX, St. Louis; Harold Fellows, WEEI.

CONVENTIONEERS meet the president (l t r): Richard Westergaard, WNOX, Knoxville; Don Stratton, WTAM, Cleveland; Thad Holt, WAPI, Birmingham; Haydn Evans, WTAQ, Green Bay, Wis.; Neville Miller, NAB president; Ed Norton, WAPI-WMBR-WFOY; Willan C. Roux, NBC; Ellis Atteberry, KCKN, Kansas City, Kan.

Agronsky Honored

MARTIN AGRONSKY, NBC correspondent at General MacArthur's headquarters in Australia, has received "in absentia," the award of the year in journalism from Rutgers University, New Brunswick, N. J., for his "fearless and searching interpretation of world events." The citation and bronze medallion were accepted in his behalf by his parents, in ceremonies at Rutgers, May 9. Agronsky, a New Yorker, is a graduate of the university.

The Other Fellow's VIEWPOINT

From Down Under

EDITOR, BROADCASTING

First, let me pay our respects to you in a national way and assure you that we feel today, throughout the radio industry, that we are linked more closely than ever with the United States of America, and, with so many of your own boys in this vast country of ours, the brotherhood which has always existed between these Pacific nations has become more firmly bonded.

We have felt it incumbent upon us to do what we can to make our American cousins feel absolutely at home in this country, and we feel you will be interested to know just what is being done in the way of entertaining United States troops whilst they are in this State.

We naturally cannot divulge any specific information as to the whereabout of the camps in which United States troops are stationed, but can assure you that so far as this station is concerned, we are making every effort to keep them provided with entertainment. It is interesting to note, at this juncture, that Maj. Lynn Cowan (U. S. Army Morale Officer) is the Cowan of the vaudeville team of Bailey, Cowan & Stewart, which was world-famous and which toured this country several times prior to the war.

Our production manager, Leslie Ross, may also be remembered in your country as leader of the vaudeville act known as "The Three Australian Boys", which had a most succesful tour of the United States some years ago. On several occasions, the "Australian Boys" were billed on the same programme as Bailey, Cowan & Stewart, and therefore, your Maj. Cowan and our Leslie Ross are well-known to each other. . . .

ARTHUR J. MATHERS
3UZ, Melbourne, Australia

April 11

CONTRACT covering all employes of WARM, Scranton, is now being prepared for signatures, following completion of negotiations between the station management and the American Communications Assn. (CIO), according to Sidney Adler, who represented the union. Contract covers some 25 employes and provides for weekly wage increases of $6 for all except several of the most highly paid workers, who will receive $5 increases.

RUSS MORGAN
records for
LANG-WORTH

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Major Resolutions Adopted by NAB Convention

ALL-OUT SUPPORT OF WAR

The NAB reaffirms its position expressed at the time of its 1940 and 1941 conventions with reference to its desire and intention to cooperate in every manner possible with the Federal Government in presenting a united front in the defense of our free institutions, and pledges its all-out support of the nation's war effort.

•

PLEDGE TO AMERICAN WAY

The NAB does solemly rededicate the American radio industry, with whose freedom it is entrusted to the advancement of the American way of life, and to preservation of the unity and morale of the American people.

•

TRIBUTE TO McNAMEE

WHEREAS, the broadcasting industry lost one of its outstanding pioneers and the radio public lost one of its best known and best beloved voices last week in the death of Graham McNamee.

THEREFORE, BE IT RESOLVED: That the NAB extends deep and sincere condolences to Mr. McNamee's family.

•

TECHNICAL TRAINING PROGRAM

The NAB expresses its appreciation to John Fetzer, the chairman of the War Committee and to those broadcasters who have served with that committee, who have given the industry its *Wartime Guide for Station Operation* in these critical times and for the capable way in which they organized the current technician training program. The association also wishes to extend its thanks to the Office of Education and to the Signal Corps of the Army for their splendid cooperation in furtherance of this program.

•

ENDORSES SANDERS BILL

The NAB endorses the proposals made by its President before the House Committee on Interstate & Foreign Commerce at the hearings on the Sanders Bill (H.R. 5497) with a view to the enactment of new radio law and urges favorable consideration thereof by that committee.

•

TO THE TIMEBUYERS

The NAB is deeply appreciative of the increasing recognition of the mutual problems of agency and station executives as evidenced by the attendance at this convention of the largest number of timebuyers in the association's history.

•

HORSE RACE PROGRAMS

WHEREAS, a scattered few broadcasting stations have been broadcasting horse race results, race by race, along with "off-time," late scratches, betting odds and similar information of interest principally to bookmakers and their customers; and

WHEREAS, this practice has been called to the attention of the NAB as one which is of interest and value principally to listeners particiupating in illegal activity; and

WHEREAS, the Code Compliance Committee of the NAB has declared such race-by-race horse race results broadcasting to constitute "bad radio";

THEREFORE, BE IT RESOLVED, that the NAB approves the Code Committee's declaration that broadcasting of horse race results, race by race, constitutes bad radio.

Nothing in this resolution should be construed to condemn the broadcasting of the results of horse races at the end of a day's races. Nor should it be construed in any way to condemn the broadcasting of descriptions of the running of outstanding horse races, such as the Kentucky Derby.

UNETHICAL PRACTICES LASHED

Maintenance of a sound broadcasting industry, particularly vital to the nation in these times of war, is predicated on the observance of good business practices and high standards of ethics, both on the part of broadcasters and of those who would use broadcasting facilities. In cooperation with our Government, the broadcasting industry is doing its utmost in the promotion of the war program by generous, unselfish all-out contributions of time and talent.

However, some organizations and movements outside the Government are seeking their commercial advancement or the promotion of special aims through the free use of broadcasting facilities, sometimes even under the guise of participation in the war program. All such efforts are regarded by the NAB as unwarranted, unsound and contrary to the best interests of the industry and the nation.

Similarly, efforts by commercial enterprises to purchase radio facilities on a contingent, guaranteed, or per-inquiry basis, again sometimes even under the guise of patriotism, or, more reprehensibly, on the basis that the war emergency should persuade broadcasters to relax their standards of ethics, are declared by this association to lead to unfair and discriminatory practices, to an undermining of the entire structure of commercial radio, and to the deterioration of an industry vital to its Government and to the advancement of the American economic system.

Such efforts are, therefore, condemned as unethical, as contrary to the best interests of the industry, and if carried to their logical conclusion as contrary also to the best interests of advertising in general and of the clients served by radio. It is the will of this association, therefore, that all such requests should be denied by its members, and discouraged by every other means at their disposal.

WESTINGHOUSE RADIO STATIONS Inc. executive group (l to r): Leslie Joy, KYW, Philadelphia; George Harder, advertising manager; C. S. Young, WBZ-WBZA, Boston- Springfield; Lee Wailes, general manager; James B. Rock, KDKA, Pittsburgh; J. B. Conley, WOWO, Fort Wayne.

•

APPRECIATION OF PELLEGRIN

WHEREAS, the radio industry was greatly in need of a single source of information on radio as an advertising medium, and

WHEREAS, this need was more especially felt on the part of sales managers and salesmen of radio stations throughout the country, and

WHEREAS, such a source of information was developed and published earlier in this year under the title *Manual of Radio Advertising*.

BE IT RESOLVED, that the NAB meeting in convention in Cleveland, May 13, 1942, express its genuine appreciation for this effort to Frank E. Pellegrin, Director of the Department of Broadcast Advertising of the association.

PRAISE FOR MILLER AND STAFF

The NAB hereby extends its thanks to its President, Neville Miller, and to the members of his staff for their untiring efforts in successfully scheduling and carrying out this convention and for their extremely effective work done during the year just completed.

•

FELICITATES GENERAL MOTORS

The NAB is deeply appreciative of the confidence in broadcast advertising expressed by General Motors in inaugurating its institutional advertising campaign, *Cheers From the Camps*, and to the War Department for its good offices in helping to bring this about.

PERNICIOUS MUSIC PRACTICES

WHEREAS, there has grown up in the radio broadcasting and the music publishing industries pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance by radio of musical compositions regardless of their merit or popular appeal; and

WHEREAS these practices have recently become so intensified that it is the subject of common knowledge and open admission; and

WHEREAS as a result of such practices the musical interest of programs is diminished to the detriment of the public and the radio industry, and sustaining programs are perverted into secret and concealed advertising in violation of law; and

WHEREAS such practices have been condemned by legitimate authorship, public enterprise and labor, and are contrary to the best interests of radio broadcasting and to the public it serves.

NOW, THEREFORE, be it hereby resolved:

That it is the duty of all broadcasters to exercise and maintain proper supervision of radio programs and do all in their power to prevent the exercise of any influence over the selection of music used on such programs other than upon the basis of merit, public interest and availability; and

BE IT FURTHER RESOLVED:

That the NAB is hereby directed to make all possible efforts to terminate the said pernicious practices, and to make such recommendations to its members for the elimination of the said pernicious practices as may be considered necessary and/or advisable in the premises.

EIGHT DELEGATES representing many phases of the industry (l to r): Frank Chizzini, NBC Thesaurus, Chicago; George Dunham, sales promotion manager, CBS managed and operated stations; Harold Essex, WSJS, Winston-Salem, N. C.; Maj. E. M. Stoer, Hearst Radio; Gunnar Wiig, WHEC, Rochester; Ronald Woodyard, WING, Dayton; Ray Linton, KFBI, Wichita; Oliver Gramling, Press Assn. Inc., New York.

DEEP IN CONFERENCE are (l to r) Frank E. Mullen, NBC vice-president and general manager; Vernon Pribble, WTAM, Cleveland; Warren K. Williamson, WKBN, Youngstown.

CBS EXECUTIVE and station group at CBS cocktail party (first row, l to r): Edgar Bell, WMBD, Peoria; J. G. (Jap) Gude, station relations; Tom Connolley, program service; Jack Cowden, station relations; Ned Midgeley, sales service. Second row (l to r): Owen Uridge, WJR, Detroit; George Storer, Fort Industry Co. stations; Jerry Sill, station relations; William F. Malo, WDRC, Hartford. Third row (l to r): Leo Fitzpatrick, WJR; Edward Klauber, CBS vice-president; Herbert V. Akerberg, CBS vice-president; Mefford R. Runyon, vice-president; Dr. Frank Stanton, director of research and sales promotion.

BADGER STATERS dominate this group (l to r): H. H. Born, WHBL, Sheboygan, Wis.; L. W. Melbourne, WCAO, Baltimore; H. R. Lepodevin, WRJN, Racine, Wis.; Red Cross Crowther, WMAZ, Macon, Ga.; James Kyler, WCLO, Janesville, Wis.; John Fetzer, WKZO, Kalamazoo, Mich.; J. L. Gallagher, WHBY, Appleton, Wis.; H. D. Roberts, WEMP, Milwaukee.

EYES TURNED away from the camera were these (l to r): James Woodruff Jr., WRBL, Columbus, Ga.; Carroll Newton, BBDO, New York; C. C. Jones Jr., WGPC, Albany, Ga.; Ralph Powell, Presto Recording.

OVER THE TEACUPS this group discusses business prospects (l to r): Lowry Crites, General Mills; Fred Thrower, BLUE sales manager; John Norton, BLUE station relations manager; James Neale, Blackett-Sample-Hummert, Chicago; Ray Bright, KTRH, Houston.

Thanks to KGEI

GRATEFUL for the broadcasts of General Electric's KGEI, San Francisco, to our forces in the Far East, members of the officers' mess of one American warship, since sunk, solemnly pledged that the first of their group to reach San Francisco would personally thank KGEI. True to the promise the commander of the ship recently appeared at KGEI in khaki fatigue clothes and naval officer's cap explaining he was fulfilling his mission on landing without even taking time to change his clothes.

Kansas City Pacts

AGREEMENT covering technicians employed at KCMO, KMBC and WDAF, Kansas City, was signed last week by the stations and the Radio Broadcast Technicians Unit 1259 of the International Brotherhood of Electrical Workers. The agreement, standard IBEW contracts, provide wage adjustments, vacation, and military service leave. Strike and lockouts are banned. Two other Kansas City stations, KCKN and WHB, signed IBEW contracts a few months ago.

KTSA, San Antonio, in the interest of Pan-American good will installed lines and sent a special events crew 70 miles to pick up the recent Pan-American Fiesta at Gonzales, Mexico.

WFBG

ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

ARMY HOUR RIDES JAMMING BY AXIS

IN ANOTHER attempt by the Axis to jam American broadcasts, a German radio station, believed to be located along the east coast of Europe, in Belgium, Holland or France, tried to drown out a May 10 pickup from Curacao, Dutch Guiana, during the *Army Hour* on NBC.

Tuning in on the same frequency as the Curacao station, the Nazi-controlled station released a seven-minute blast of piano music, which did not completely jam the broadcast, although it was difficult for NBC listeners to hear the Army and Navy officials, speaking from a U. S. Army post in the Dutch West Indies.

Similar attempts have been made to jam every one of the pickups from remote Army posts, featured on the *Army Hour*, since the series started over a month ago—the first occurring when the Japs successfully jammed a pick-up from Chungking.

Fly's View on Monopoly Aired at Senate Probe

IN HIS ADVOCACY of the telegraph merger legislation before the Senate Interstate Commerce subcommittee May 12, FCC Chairman James Lawrence Fly answered the charge that the Commission was departing from its "trust-busting" course to create monopolies by differentiating between broadcasting and communications.

Chairman Fly told the Senate body the FCC in its broadcasting regulation was trying to break up "the control of the nation's radio stations throughout the country by a few people in New York." But in the case of the telegraph and telephone services, they were considered "natural monopolies" in the rendering of service under strict regulation, he said.

BILL KENNEDY, formerly announcer of KHJ, Hollywood, recently signed to a Warner Bros. contract, has been assigned a major role in the film "Now, Voyager".

WSM, Nashville, has its staff band see the boys off at Nashville's Union Station every time a group leaves to join the armed forces. Local Musician's Union 257 has cooperated with the move and donates services.

CBS 50,000 WATT STATION COVERS BOTH RICHMOND AND NORFOLK DOWN IN VIRGINIA!

Norfolk Studio
508 DUKE STREET
Richmond Studio
HOTEL RICHMOND

WRVA

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

in the CONTROL ROOM

MYRON EARL, control operator of WGN, Chicago, is one of three additional members of the engineering staff to be assigned to civilian duty with the armed services. Earl is slated for overseas duty to install equipment; Art Avery, former engineer with the special events staff, has been assigned to the Radar Interceptor Command; Joe Turner, formerly of the maintenance department, has been assigned to Chicago duty.

EDWARD TAUBER, control engineer of WBYN, Brooklyn, has joined Pan Amrican Airways to do radio work in Africa. "Rover" Pantellis, formerly of WWDC, Washington, has joined the engineering staff of WBYN.

CLAUDE M. GRAY has been named chief engineer of WTOC, Savannah.

LEN OVERBAUGH, technician, has joined KFRC, San Francisco, replacing Paul Williams, who resigned to join the Army Signal Corps as a civilian employe.

ROSS GRIFFITH, of Stamford, Conn., has joined WDRC, Hartford, as an operator at the Bloomfield, Conn., transmitter. Griffith was recently honorably discharged from the Army because of his health.

JOHN O'NEILL, technical supervisor of the Greenwich Police Radio, has joined the engineering staff of WSRR, Stamford, Conn., replacing Victor Milana who has enlisted in the Marines.

CHARLES WILLIAMS, chief engineer of WGKV, Charleston, W. Va., has enlisted in the Marines and is stationed at Quantico.

BYRON LINDSEY, control engineer of WSB, Atlanta, was to report last week for civilian duty with the U. S. Army Signal Corps and will attend training school at Lexington, Ky.

ALBERT PIEPMEYER, formerly with Columbia Recording Corp., New York, recently joined the engineering staff of WKRC, Cincinnati. Bill Kennedy, WKRC engineer, last week returned to the station after a three-week vacation in California.

ERWIN AHRNDT, formerly engineer of WJOB, Hammond, Ind., has joined the engineering staff of WAIT, Chicago.

ZACK YATES, formerly of WLPM, Suffolk, Va., has joined the engineering staff of WTAR, Norfolk, Va. W. P. Grether, brother of WTAR's technical director, J. L. Grether, has left to join RCA.

LEWIS SMITH formerly control room technician of WCCO, Minneapolis, has taken military leave to join the Army Signal Corps at Ft. Monmouth, N. J.

JACK TRAPKIN, a transmitter engineer at WWRL, New York, for the past two years, has been promoted to chief engineer. Trapkin served at one time as maintenance and construction engineer at CBS and also as transmitter engineer for the Transmitter Equipment Mfg. Co.

JOHNNY BART, engineer of KVOO, Tulsa, has joined the Army. Carl White, of the engineering staff, has resigned, being replaced by Jesse Martin Neil Jr., formerly of KPLT, Paris, Tex.

JOHN B. COLEMAN, of the RCA Mfg. Co., Camden, was elected president of the Philadelphia section of the Institute of Radio Engineers at the annual election meeting May 7. William P. West, of Franklin Institute, was elected vice-chairman, and R. L. Snyder was relected secretary-treasurer.

RICHARD A. KELLEY and Charles Blanchard Jr., formerly of WBAA, Lafayette, Ind., have joined NBC-Chicago as relief studio engineers.

LAURENCE E. DUTTON, studio engineer of NBC-Chicago, is on leave of absence to work in the Army Signal Corps. New studio engineers are Don R. Fitch Jr., formerly of WOAI, San Antonio, and Arthur W. Hjorth, of Duncan, Okla.

BAXTER E. BURRIS, chief engineer of WMBH, Joplin, Mo., has resigned to accept a position with the Aircraft Radio Lab., Wright Field, Dayton. Richard P. Meek, assistant chief engineer has assumed full charge of the engineering department.

'OSCAR' FOR ENGINEERING was presented to KGO, Oakland, by General Electric Co. which annually presents its National Merit Award to the NBC or BLUE station having the least lost time caused by technical failures [BROADCASTING, May 11]. Award went to KGO for losing only 23½ seconds out of 6,549 hours, 30 minutes on the air in 1941. A. E. (Shorty) Evans (left), KGO engineer-in-charge, receives plaque from Raymond M. Alvord (right), GE vice-president in charge of the Pacific District. Looking on is W. B. Ryan, KGO general manager.

Auld Lang Syne

DAMON AND PYTHIAS friendship of Merrill Mitchell, chief engineer, and Neal Tomy, publicity man and conductor of *Uncle Neal* shows of WJR, Detroit, was observed with a 20th anniversary celebration May 4. Merrill and Neal in 1922 opened WCX, old Westinghouse station absorbed 13 years ago, then came to WJR.

ARRL Re-elects Bailey

GEORGE L. BAILEY, executive assistant to President Conant of Harvard U who is chairman of the National Defense Research Committee aiding the military services in securing communications and radio personnel, was re-elected president of the American Radio Relay League, amateur radio operators' group, for a two-year term at a meeting recently of the League board of directors. Continuing as executive secretary is Kenneth E. Warner who is also editor of the League's publication, *QST*. Lt. Paul M. Segal, Washington attorney, now on active Navy duty, was reelected general counsel of the League.

Navy Cites Cottrell

IN A LETTER from the Chief of the Bureau of Ships, Navy Department, Burdett Packard Cottrell, field engineer for Western Electric's specialty products, has been cited for unusual "diligence and zeal" in connection with servicing the installation of Western Electric equipment aboard Naval vessels at Pearl Harbor following the Dec. 7 attack. Mr. Cottrell, who joined the Electrical Research Products Inc., subsidiary of Western Electric, in 1929, is a graduate of the U of Arizona and holds a master of science degree from Massachusetts Institute of Technology.

W47P, Pittsburgh, FM affiliate of WWSW, has curtailed its broadcasting three hours a day according to Frank R. Smith Jr., general manager of W47P-WWSW. Since May 11, FM broadcasts have been heard from 8 a.m. to 1 a.m.

TAKING TIME off from his sports description France Laux, KXOX, St. Louis sportscaster, turned to sports participation and won the first annual newspaper-radio bowling sweepstakes conducted among the stations and papers of the city.

Television Operators Granted Respite Allowing Four Hours Minimum Weekly

GIVING television operators the respite they sought April 9 at the special television conference held by the FCC, the Commission last Tuesday amended its rules to require a minimum of four hours of program service per week instead of the 15 hours required heretofore.

The step was taken, the FCC said, "to prevent a recession of this new art to a purely experimental or laboratory stage and to keep it alive, ready to flourish as a public service after the war emergency."

The consensus of the more than two-score representatives of television licensees and permittees who attended the April 9 conference was understood to have favored reduced operation for the duration and it was said at the Commission that its move was based on a canvass of television permittees on construction progress reports and the reports given at the conference.

Vitally Affected

That television would be seriously affected by the war was a foregone conclusion of industry representatives and it was pointed out to the Commission, sitting en banc at the conference, that restrictions on materials, loss of technical manpower to the military services and the virtual stoppage of receiver production had combined to bog down public and industry interest.

Several spokesmen at the conference indicated a desire to suspend operations during the war because of inability to procure necessary materials. Television, under War Production Board ruling, was not given a higher priority rating than standard broadcasting which until April 24 had an A-10 rating. On April 24 the WPB granted all radio an A-3 preference rating for replacement and repair, which gave broadcasters some access to certain critical materials such as steel and copper.

Many Precede A-3

However, the A-3 rating given radio has been said by industry manufacturers to have "lost its punch" since there have been so many other industries given ratings above A-3 which, it was said, brings radio down again to its previous position on the priorities list despite its ostensibly high rating.

Confronted with priorities problems and the recent WPB ban on construction in excess of $5,000 and the DCB-FCC mandates recommending stoppage of all new or changed broadcast construction, the television industry was also faced with the WPB ruling that the A-3 rating given radio would not permit use of materials for plant expansion or improvement. This ruling hits permittees and experimental stations considering plans of expansion.

In view of the numerous problems faced by television broadcasters the FCC announced that its relaxation of rules to permit the minimum of four broadcast hours weekly "will permit licensees to conserve the life of their equipment, particularly tubes, and will permit television stations to operate under conditions of greatly reduced personnel."

Television, like standard broadcasting, has been confronted with the fact that although WPB rulings make available some critical materials, the recent A-3 preference rating does not break the tube bottleneck, felt all down the line. Some tubes are understood to be available, but not those in greatest demand since these are being absorbed by the Army and Navy as soon as they roll off the line.

Some indication was given by the FCC that television operators may resort to program pooling to conserve their facilities. The FCC said that "licensees serving the same geographical area are free to arrange and alternate their program schedules so as to increase the number of programs available to the public in their communities."

The FCC, in its statement, concluded that "no change in the Commission's standards for television transmissions is necessary at this time."

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Department Store Answers Women's Questions by Radio

New York Retailer Finds Air Offers a Timely Medium

By I. A. HIRSCHMANN

Sales Promotion Manager
Bloomingdale's, New York

IT IS about time that retailing should find the right approach programs. Retail merchants have led the way in newspaper advertising, developing a spontaneous interest in the news and services they offer in this medium.

Only a lack of concentration, patience, and an understanding of technique has stood in the way of the application of radio to all retail sales.

Glued to the Radio

With peoples' ears glued to their radios these days, listeners are practically begging for information that answers their 1,001 questions on what to buy and what not to buy, how to take care of what they have, and how to make their efforts on the home front count in the broad program of the war effort.

If we retailers cannot work out a program that answers these questions, we are failing to move with the times. Bloomingdale's Department Store is making an initial effort to fill this wartime need with *Women and the War*, program presented on WQXR, New York, weekday morning from 9 to 9:10 a.m. On this program, we attempt to tell women how to eat, dress, and live within the scope defined by priorities, shortages and fixed prices. We cover news on the home front, telling human interest stories of women who are serving their country.

Really a radio program in reverse, the series does not urge women to buy. Mrs. Frances Corey, fashion editor of Bloomingdale's, is conducting the program for women to tell them how to get along with what they have and how each can help in her home activities to further the war effort plans. Each day, the store attempts to interpret the news in terms of what women can do to help.

It is too early to draw any conclusions about results, but it may be notable that on the very first day of our program (May 11), we had a number of comments from customers, who had heard the program, liked it, and came in not only to buy the specific merchandise mentioned on that morning's program, but other household needs as well. Perhaps the series will help to answer the retailer's problems in respect to radio—particularly in this wartime world.

CBS Promotion Clinic

A TWO-DAY clinic for sales promotion managers of CBS M&O stations will be held May 18-19 in Chicago under the direction of George R. Dunham, CBS supervisor of promotion for those stations. The discussion will deal with individual stations' sales promotion activities and problems as related to the network. Among those present will be Dr. Frank Stanton, CBS director of research; George Moskovics, CBS' West Coast director of sales promotion, and the sales promotion managers, David S. Garland, WEEI, Boston; King Park, WBBM, Chicago; Tom Rooney, KMOX, St. Louis; Sam Kaufman, WCCO, Minneapolis, and John Heiney, WJSV, Washington.

Bendix Names Buchanan Considers Radio Return

BENDIX AVIATION Corp., South Bend, Ind., which last fall and winter for a 13-week period sponsored the *Treasury Hour*, weekly program on the BLUE promoting the sale of war bonds and stamps for the Treasury, has appointed Buchanan & Co., New York, to handle its advertising. Although not using radio currently, Bendix may use a network show later this year. No details are available.

Buchanan & Co. also is the agency handling the Texas Co. account, original sponsor of the *Treasury Hour* when it was donated to the Treasury in the CBS spot vacated from July to September last year by Fred Allen. When Allen returned to CBS Oct. 1, 1941, Buchanan persuaded Bendix to take over the Government program, which was then shifted to the BLUE, Tuesdays 8-9 p.m.

Mike to Alleys

DIFFICULTY was encountered when John Kolbmann, veteran sports writer and sportscaster of WHAT, Philadelphia, became manager and secretary of a local chain of bowling alleys. His new duties required his presence at a certain bowling alley at the time he should be conducting his nightly sports feature. Milton Laughlin, WHAT manager, solved the problem by bringing the mountain to Mohammed, i.e., originating the programs from the ten pin plant.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

WSOY

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

Buyers of Time

MARGARET WYLIE

DISPELLING the fiction that a woman or an artist could never succeed in a business career, Margaret Wylie, timebuyer of J. Walter Thompson Co., Chicago, has succeeded so well that she has little time to devote to her art—music. Dark haired, attractive Peggy Wylie started in radio with WJT ten years ago as an interviewer of radio talent. Modestly, she says her work consisted principally of holding hands of nervous opera singers and consoling rejected talent. The journey from interviewer to timebuyer, while not a logical one, is an indication of Miss Wylie's unusual success.

Thorough in her approach and conscientious in her follow up, Miss Wylie handles all phases of network and spot buying from preliminary estimates to the signed contracts. When lining up stations for a spot campaign, such as the current, extensive list for Kellogg's Corn Flakes, Miss Wylie can be found at her desk working into the evening hours.

During her rise to the position as one of the country's leading timebuyers (over $3,000,000 spot and network in 1941), Miss Wylie has maintained that cordiality that has earned for her the respect of the entire midwestern radio fraternity.

She currently buys time for Swift, Kraft, Kellogg, Bowman Dairy, Cole Milling, and Libby, McNeill & Libby.

Her hobby, and her sole connection with her old muse, is collecting symphonic records.

ADAM HAT STORES, New York, will sponsor the broadcast of the light-heavyweight bout between Johnny Colan and Anton Christoforidis, from the Chicago Stadium over 105 BLUE stations, May 20. Account is handled by Glicksman Adv., N. Y.

CENSUS PROCEDURE ON RADIO REVISED

STATISTICS covering radio homes in each individual State will hereafter be issued in advance of the printed *Second Series Housing Reports*, in which the information is recorded along with other census data based on the 1940 decennial census, the U. S. Census Bureau announced May 16. On that date it issued a special housing bulletin covering radio homes in the State of Maine, and showing that 184,348 homes reported radios, 28,856 reported no radios and 5,764 failed to report on the radio questionnaire.

Up to then the Census Bureau had issued six of its printed *Second Series Housing Reports*, covering data on Nevada, New Hampshire, Vermont, Wyoming, Montana and Idaho. Breakdowns and interpretations for the first three States were published in the March 16 BROADCASTING; for Wyoming, April 13; for Montana and Idaho, May 11.

The Maine report does not give percentage breakdowns, but shows total dwelling units with and without radios by counties and in the three cities of 25,000 or more population, namely, Bangor, Lewiston and Portland. The radio figures are also broken down by rural-nonfarm dwelling units and rural-farm dwelling units. Copies of the report are obtainable without cost from the Bureau of the Census.

The detailed *Second Series Housing Report* for Maine will be issued later, and will be interpreted in a later issue of BROADCASTING.

WWRL Adds 37 Hours, Preparing for Fulltime

WWRL, New York, which has been sharing time with WCNW, Brooklyn, on 1600 kc., has been granted permission by the FCC to operate full-time on that wavelength, now that WCNW, becoming WLIB, has been assigned to 1190 kc.

Effective May 13, WWRL added another 37 hours to its previous schedule of 75 broadcast hours weekly, and is now heard 16 hours a day, 8 a.m. to 12 midnight. The station also has received FCC permission to increase its power from 250 to 5,000 watts, and is currently installing a new Western Electric transmitter to be ready for operation this fall.

Where But
WSYR
SYRACUSE

Can You Get a Basic NBC Red Station covering Central New York?

A Wife Goes to the NAB Convention

But Cleveland Session Wasn't Quite What She'd Expected

Editor's Note: These impressions, by the wife of a prominent New York agency executive who accompanied her husband to the Cleveland convention, will serve to reassure non-attending wives that this was no funfest, that their spouses somberly approached their enormous war responsibilities, that attending a convention is business—and nothing else.

By MRS. WALTER J. NEFF

BOYS! it's a dirty trick! You've disillusioned me so completely, that never again can I complain when my lord and master leaves his happy home to attend one of your conventions. As a matter of fact, hereafter, if I don't urge him to attend, I'll be lax in my duties as an encouraging, progressive spouse. Boys! you shouldn't ought to have done this to me!

Through a series of circumstances, which I don't think I'll explain right here, I was taken along to your NAB convention in Cleveland. I must admit the idea tickled me pink. Here was my chance to see a convention in action—to watch it operate from a ringside seat, and to find out for other wives the mystery behind these frequent gatherings of businessmen in cities distant from home.

We've always thought—we wives who are usually left behind—that an ulterior motive lay hidden underneath the word "convention", and that those ten little letters served to shroud in the cloak of decency a mass misbehavior. In other words, we've secretly believed that a convention was nothing better than one big brawl.

Did They Raise Hell?

But what did I find in Cleveland? A bunch of drunken bums, playing fascinating hookey from the duties of both office and home? A bunch of overgrown boys out for a good time, cavorting at night clubs and staggering down the corridors of a hotel? A series of rowdy parties with champagne flowing freely, and loose women a dime a dozen? No—I found not even one of those things. Here's what I saw.

I saw over 1,000 business men, and perhaps a hundred or more business women, gathered together at a mutually convenient hotel, for one purpose—a purpose which was carried out effectively and determinedly.

They met to discuss with one another the complexities of a business which is beginning to grow up; they met to solve the problems created in that business, as in most others today, by an America at war, and an America with victory as its goal; they met to find a way for the radio industry to do its part toward attaining that victory; and they met to exchange ideas, good or bad, with others in the same line of work. It was the most inspiring thing imaginable.

These men and women worked harder and longer than they could possibly work at their offices. There were breakfast sessions at 8:30 in the morning, with speakers who hardly had time to brush the fog of sleep from their eyes before addressing their audiences. There were sessions throughout each entire day, and even luncheon and dinner were served to the tune of the "Star-Spangled Banner", followed by informative talks by qualified speakers.

Small groups, which usually grew larger as the evening progressed, gathered in various spots after dinner each night, to discuss, pro and con, many questions relating to their work. Business meetings were held in abundance, with resolutions adopted, or sometimes turned down, affecting the greatest good for the greatest number.

Breakfast Sessions

Some of these meetings had to be held in the wee hours of the morning, after the full day's schedule was completed. But with only a few hours sleep under their belts, these conventionists attended the early breakfasts en masse.

Yes, there was some drinking—quite a lot, I suppose— but it was done quietly and decently, as one would do it in one's own home, and I had not even the satisfaction of seeing a single "drunk". And the women who attended left behind them the glamour and feminine wiles that bespeak their sex—they were in Cleveland, as were their male associates, to share their radio ideas with their brother-men, and to glean important new ideas to guide them in future operations—and that's exactly what they did!

I left Cleveland, convinced more than ever before, that the American way is definitely the right way, but I'll never go to another convention. They *ain't* any fun!

UP
News
WCKY
with
REX DAVIS
THREE TIMES DAILY
WCKY Cincinnati

LAW GNAWS the news at KSO-KRNT, Des Moines. Gumming the drop copy is 8-months-old David Winston Law, son of Glen who is news editor of the two stations.

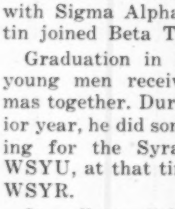
Gory Galluses

APPARENTLY determined to see that its affiliates are not caught with their pants down, NBC handed out to broadcasters at the NAB convention in Cleveland last week some 200 pairs of bright red suspenders, and it walked away with the mythical station relations promotional award. To take care of the above-the-belt department, Sheldon Hickox, NBC's station relations director, had a bright red rose placed at every plate at the NAB banquet Wednesday night.

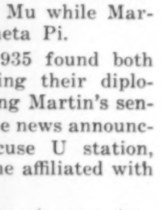
CARTHAGE'S YOUNG RADIO DUO

Thomas Martin, Simon Goldman, Raised Together, Now Manage Stations in New York

THE VILLAGE of Carthage, nestled in the foothills of the Adirondacks, is justly proud of two of its young natives who have carved names for themselves in the radio industry. These two young men, whose careers have followed such a close parallel that it's a tip for "Believe It Or Not Ripley", are Thomas E. Martin, station manager of WWNY, Watertown, and Simon Goldman, station manager of WJTN, Jamestown.



Mr. Goldman



Mr. Martin

Both young men are 29 and were born two months apart in Carthage. As youngsters they played together, and when it came time to go to school, they were classmates. They were graduated from Carthage High School in the same class. Both had musical inclinations for the same instrument—the violin—and were first violinists in the Carthage High School orchestra.

To College Together

Upon graduation, both returned to Carthage High School for a post graduate course. They played leading roles in the post graduate play, "Smilin' Through", in 1931. In the fall of that year, both entered Syracuse as freshmen. Both joined fraternities and the chapter houses were directly across the street from each other. Goldman was affiliated with Sigma Alpha Mu while Martin joined Beta Theta Pi.

Graduation in 1935 found both young men receiving their diplomas together. During Martin's senior year, he did some news announcing for the Syracuse U station, WSYU, at that time affiliated with WSYR.

In college, Goldman went into advertising as a major, while Martin spent his time in journalistic endeavor. Both went to work at WSYR, Syracuse, in 1935—Goldman in the sales promotion department, Martin as news editor and staff announcer.

Today, seven years later, they are among the younger radio executives in the industry. Goldman was sent to Jamestown by Col. Harry Wilder as commercial manager. He later returned for a brief period to WSYR, but went back again to Jamestown where he has remained. When Col. Wilder sold WJTN, Mr. Goldman was retained as station manager.

Mr. Martin, after two years experience at WSYR as news editor and staff announcer, went to WIBX in Utica where he branched into special events and some radio production. Later he went on to WGY, Schenectady, working for NBC as continuity director, production man and newscaster. He organized and directed the WGY Junior Players and handled the WGY Saturday morning children's program.

In December, 1940, Martin went to WIS, NBC outlet in Columbia, S. C., as announcer, sportscaster, special events man, news editor and continuity writer. In March, 1942, he was engaged as station manager of WWNY, owned and operated by the *Watertown Daily Times.*

INDUSTRY ANSWERS THE CALL!

A WAR MESSAGE
to
ALL EMPLOYERS
★ From the United States Treasury Department ★

WHAT THE PAY-ROLL SAVINGS PLAN DOES

A PAY-ROLL SAVINGS PLAN

U. S. Defense BONDS ★ STAMPS

This space contributed to National Defense by
YOUR NAME HERE

32,145 Firms With Over 17,700,000 Employees Have Installed the . . .

PAY-ROLL SAVINGS PLAN

Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short!..More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces *must* have. The best and quickest way to raise this money is by giving *every* American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every payday in an ever-rising flood.

Do *your* part by installing the Pay-Roll Savings Plan *now*. For truly, in this war, this *people's* war, VICTORY BEGINS AT THE PAY WINDOW.

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709–12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME...
POSITION.....................................
COMPANY NAME.................................
ADDRESS......................................
NUMBER OF EMPLOYEES..........................

MAKE EVERY PAY-DAY . . . BOND DAY!

U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by BROADCASTING Magazine

War Cooperation Voted by Amateurs

Over 15,000 Already Active In the Armed Services

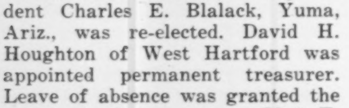
SUPPORT of the Government's war effort by the nation's licensed amateur radio operators was pledged at the annual meeting May 8 of the board of directors of the American Radio Relay League, in Hartford.

The board renewed the pledges heretofore given of wholehearted cooperation with the communications policy of the Government, tendered the services of the League's headquarters station, W1AW, and expressed the hope that reactivation of that station for code training purposes among civilians could be found consistent with the war effort.

League officers reported that already more than 15,000 licensed amateur operators are in the military communications service of the United States, and that at least that many additional "hams" are employed in the civilian effort producing and operating much-needed equipment. The directors felt the League must carry on, both to coordinate the amateur contribution to the war and to look after the interests of amateur operators. They consequently reaffirmed the extraordinary grant of powers and funds to the League's president to protect amateur frequencies and rights during the emergency.

George W. Bailey, of Washington, was re-elected president by unanimous acclamation. Vice-president Charles E. Blalack, Yuma, Ariz., was re-elected. David H. Houghton of West Hartford was appointed permanent treasurer. Leave of absence was granted the communications manager, Maj. F. E. Handy, and John Huntoon of the West Hartford headquarters staff was appointed acting communications manager.

REWARDING Cedric Foster, Yankee Network announcer, for his broadcasts during the Greek-Italian war, Ahepa, national Greek educational society, last week presented him with a medal at a testimonial dinner conducted by the Hellas chapter of Lowell, Mass.



WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS Blue Network 560 KC
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

FCC Diathermy Registration Will Cover 100,000 Machines

REGISTRATION of diathery apparatus must be completed by June 8, according to announcement by the FCC last Saturday. The order follows the demands April 16 by the Defense Communications Board for registration of every piece of apparatus capable of generating radiofrequency energy whether through space or by wire lines, thus including diathermy apparatus.

Thousands of physicians, osteopaths and physiotherapists who use diathermy apparatus will be affected by the order which is designed to prevent use of any equipment capable of being transformed into long-range transmitters for illicit purposes.

The FCC reports that more than 100,000 diathermy machines are in operation throughout the country and it was pointed out that an "appreciable" proportion of them are owned by individuals for private use.

Vital to War

The DCB in issuing its order last month said it had determined that the national security and defense and the successful conduct of the war "demanded that the Government have knowledge of all persons who possess apparatus equipped for transmission of radiofrequency energy" [BROADCASTING, April 20].

Under the order the FCC was designated as the registration agency and the Commission's order establishes that registration will be made on separate forms which it will furnish in Washington and through its field offices. However it was noted that the registration forms must be returned to the Secretary, FCC, Washington, and not to field offices.

Provision was made in the FCC order for confiscation of diathermy apparatus for which there is "no valid registration certificate outstanding, and any apparatus from which the name of the manufacturer and serial number shall have been obliterated, removed or altered after the date of this order." The order states that such apparatus "shall be subject to closure and removal in such manner as shall be prescribed at the time by the Commission."

Exemptions to the order include apparatus which is in the possession of the Government, its officers and agents or apparatus under contract for delivery to the Government.

Following registration of the diathermy units, the FCC will issue a non-transferable certificate of registration to the applicant, the order states, but stipulates that such certificates will be issued only "if the Commission finds that sufficient and reliable information has been furnished."

The order also provides for theft or destruction of apparatus by demanding that the FCC be notified within five days of any such contingency.

Many instances have been related of diathermy and other radiofrequency apparatus, other than broadcast equipment, being transformed and used illicitly for signalling purposes, and it is believed the DCB-FCC orders were promulgated to prevent any such use in this country.

MILITARY BONUSES AMENDED BY CBS

REVISING its plan of bonus payments to employes entering the country's armed service to include enlisted as well as drafted men, CBS is now paying such bonuses to all regular employes of six months or longer standing, excluding only those who go into service as officers.

Each employe at the time of induction will now receive an amount equal to the difference between his CBS and his Army earnings, for periods ranging from two weeks for men who have been with CBS for less than a year up to four months for those who have been with CBS for more than six years.

The network also continues to contribute to the cost of insurance coverage for employes insured under the CBS cooperative life insurance plan, and will continue to make available to employes called into active service under the terms of the Selective Service Act an opportunity to reenter the employ of CBS at the termination of their military service. The benefits of the plan apply not only to CBS employes but also to employes of its subsidiary, Columbia Recording Corp.

Both NBC and the BLUE have similar policies whereby their employes receive special compensation whether they enlist or are drafted. In both cases the employe is paid the difference between his first month's pay in the armed forces and that of his last month in the employ of the network, together with two weeks vacation pay. Both networks also carry payments on an employe's life insurance for a year's period, if he is insured under the NBC or BLUE cooperative insurance plan.

Shortwaves to the Troops

BEGINNING May 18, a half-hour program of popular music, news and sports will be shortwaved daily except Sundays by WGEA, Schenectady, to troops in the Northern half of Africa and the Near East. The program was instituted following the revelation by Raymond Clapper, newspaper columnist, that United States troops stationed at these points had little or no entertainment for their leisure hours.

RATING PROCEDURE AMENDED BY WP

MOVING to simplify priority procedure, the War Production Board has revised the form of application for priority assistance under the Production Requirements Plan for the third quarter of 1942, according to J. S. Knowlson, Director of Industry Operations.

Beginning July 1, start of the third quarter, most of the limited blanket ratings under which preferences have been assigned on an industry-wide basis will be revoked or allowed to expire, and companies which have been using the blanket ratings will be required to apply under PRP. Under the new program, assignment of ratings will depend increasingly on the nature and use of the applicant's product and less on the pattern of preference ratings on the orders which are on the books.

The procedure under PRP varies from that of the limited blanket ratings in that ratings assigned to applicants under PRP may be applied only to a specified quantity of materials or products to be delivered in a calendar quarter. Thus in some instances applicants may obtain a higher rating for limited quantities of specific kinds of scarce materials than they would be entitled to use for all of their requirements under a "P" order.

IT&T Grants Free Use Of Patents During War

PLANS for the consolidation of International Telephone & Radio Mfg. Co. and the Federal Telegraph Co., both subsidiaries of IT&T, have been disclosed in the annual report for 1941 released by Col. Sosthenes Behn, president of IT&T. The two companies at present are engaged in research and the production of communications equipment, mostly for war purposes.

Simultaneously, it was announced that IT&T has offered the Government free use of all its patents and those of its subsidiaries, both here and abroad, for the duration and six months thereafter. In addition, Col. Behn said, such patents are being made available without charge to manufacturers engaged in production of war equipment.

IT&T currently is exporting 25% of its output to countries in the Western Hemisphere, the balance going to the armed and related services of the United Nations. The system holds 9,200 patents and more than 450 trademarks in 61 countries.

Forbes Joins RAF

DON FORBES, for about three years a team member of the six-weekly quarter-hour *Richfield Reporter*, sponsored by Richfield Oil Co. on NBC West Coast stations, has resigned to join the RAF. John Wald, second half of the newscasting team, has taken over the entire broadcast, with Franklin Bingman added as commercial announcer.

WGY, Schenectady, recently was forced to operate on reduced power for 30 minutes when its antenna tower in South Schenectady was struck by a lightning bolt in a pre-summer shower. A fire in the operation coil had to be extinguished by the operations crew, headed by Kenneth Hollingsworth.

Bolstering Sales Boosting Morale

War Plants Scene of Local Disc Show In Cleveland

By **LLOYD H. ROSENBLUM**
Advertising Manager,
Rosenblum's Inc., Cleveland

"HOW can we give 'em a civic program without being stuffy? How can we help the country by telling people what's going on at home? How can we boost sales by bolstering morale? How can we be different!"

The three of us—Leroy Lustig, head of the advertising agency bearing his name, Carl Mark, WHK-WCLE producer and myself asked each other those questions some months ago at a conference to find a new program idea for Rosenblum's, Cleveland department store. Well, we hit on the idea. And it clicked!

It Builds Sales

Actual war served to make the show more timely. Three reasons for its success are: The program is entertaining; it boosts morale of war plant workers and civilians; it is very merchandiseable, thus builds sales and goodwill.

Carl Mark, a staff of engineers and myself contact and make transcriptions at pre-arranged war plants and places around town. We get all the data we need, then go to work and record about 20 minutes. We use the WCLE Mobile Unit. We strive for one thing: Get an unusual but factually "sound" story about what goes on behind the scenes, what the workers think about, how the operation in the plant fits into the national effort.

We build the show around the idea of a "friendly, homey" visit. Once recorded, we edit the transcriptions, cut out any mis-statements or uninteresting portions and put them on the air . . . five different broadcasts per week at noontime.

We're concentrating more and more on war plants because we get mighty interesting shows without divulging any secrets, names or anything that goes on in the plant that is censorable. The employes get a lot of fun out of hearing the broadcasts played back to them on their lunch-hour. It makes good listening to hear these employes tell, while at work, how they and their plant are speeding up production, what they are personally doing to help the country, what their bosses are doing to help them keep healthy, happy, fit and productive.

On other days we visit various manufacturing firms or interesting places. On these programs we tell an actual "sound" story of how a business operates, how a product is made from start to finish, and how that business is affected by national restrictions. We told listeners how coffee was roasted, they heard it being roasted on the air, they heard beer being brewed, musical instruments being actually manufactured.

We visited a pretzel maker, sausage maker, baker, cigar maker, laundry, overall manufacturer, beekeeper, lumber plant, the street-car company, a dancing studio, children's nursery, flower nursery, theatre, detective agency, bus line, cab company, bowling alley, etc.

A food manufacturer tells how food can help civilians keep up pep and vitality . . . and each company shows what is his share in the national effort. The all important thing is the "sound" . . . for on the air, sounds are pictures and pictures tell the story. We keep the programs lively.

Cooperation Tremendous

Cooperation from participating firms has been tremendous. We knew people take pride in their own business, but we had no notion they would help us and them get so much publicity in every way. We don't allow profuse commercialism of a product but owners and employes alike enjoy hearing their voices and telling unusual facts about their businesses. Consequently the goodwill from employes has been amazing. For each place we visit employes either hear a special broadcast of their program or learn about the regular broadcast through a meeting, bulletin or card.

We furnish the latter. Each firm publicizes its participation through its regular channels . . . a restaurant on their menu, an ice company through its drivers to its customers, a photo finisher inside packages of prints, a theatre by a trailer, etc. We plug each firm in a newspaper ad. Funny accidents have occurred that brought publicity in the papers, such as the time Carl Mark fell from a tree while broadcasting a coon chase before a crowd at the Sportsmen's Show. Show.

People Are Talking

Yes, we applied the "sizzle" to these shows by making them fast-moving, chock full of human-interest stories, chatter and sounds, and void of speeches and statistics. At a bowling alley we talked to the pin boy while working, at a food terminal we caught the chant of the auctioneer. While we do promote other companies, it merely complements the value of the program to us. People have started to talk favorably and often about our store. That's what we want.

Above all, by telling listeners what goes on the industries of this city and by giving them an inside tip of what the workers are doing and thinking about, we've succeeded in bolstering the morale of these workers and other civilians who tune in. We're getting results by educating and entertaining those of us fighting on the home front.

While this idea has already proven and honest-to-goodness sales and goodwill builder for Rosenblum's, it seems to me it might easily be adapted for Government use as a morale builder on a national scale. What better way than through an intimate radio program such as "Let's Go Places!", can be found to wake people up, urge them on to work harder, stay healthy and "live" only for victory?

HONORED for "distinguished services to the cause of Inter-American Friendship through education," Sterling Fisher, radio educator and organizer of the NBC Inter-American University of the Air, is shown receiving a citation from Mario Avallone, student body president of Evander Childs High School, New York.

Evans Heads WSAZ

FLEM EVANS, formerly of WPAR, Parkersburg, W. Va., has been named station manager of WSAZ, Huntington, W. Va. He replaces Mike Layman who has enlisted in the Navy. Mr. Evans first broke into radio in 1934 with WSAZ.

DON WILSON, Hollywood announcer on the NBC *Jack Benny Show* sponsored by General Foods Corp. for Jell-O, has been given a featured role in the Republic picture, "Hi, Neighbor".

BOB GARRED, Hollywood newscaster-announcer, has been signed as announcer for the weekly CBS *Nelson Eddy* program, sponsored by P. Lorillard Co. (Old Golds).

AGENCY *Appointments*

GREY HOSIERY MILLS, Bristol, Va. (Mary Grey Hosiery), to Houck & Co., 25 W. Church Ave., Bristol, Va., using radio, newspapers, magazines, and trade papers. Account executive is Claude Harrison Jr.

AMERICAN KITCHEN Products Co., New York to Raymond Spector Co., New York.

S. GUMPERT Co., New York to Director & Lane Adv. Agency, New York.

HEALTHAIDS Inc., Jersey City, to Raymond Spector Co., New York.

JELSERT Co., Chicago, to George H. Hartman Co., Chicago.

BURGESS SEED & PLANT Co., Galesburg., Mich., to George H. Hartman Co., Chicago. Henry Nathan, account executive.

CRAWFORD'S, Kansas City, Mo., to Paul Miller Adv. Co., Kansas City. Paul H. Miller is account executive.

TIVOLI-UNION Brewing Co., Denver, to Lane-Freiberger, Cooper Bldg., Denver. Account executive is C. J. Freiberger.

CLARK BROS. Chewing Gum Co., Pittsburgh, placed direct.

F. W. CLEMENTS Products Co., Rochester, to Hutchins Adv. Co., Rochester. Account executive is John P. McCarthy.

JAMES B. HALL Inc., New York, to Arthur Rosenberg Co., New York. Account executive is Charles L. Silver.

OAKLAND CHEMICAL Co., New York, to Wortman, Barton & Goold, N. Y.

RAINIER NATURAL SOAP Co., Boston, to H. L. Moor Co., that city, using radio and newspapers.

SELECTED RISKS Indemnity Co., and Selected Risks Fire Insurance Co., Branchville, N. J., to Parker-Allston Assoc., New York, using radio, farm papers and business publications.

CORN FIX Co., Newark (corn remover), to J. M. Korn Inc., Philadelphia. A newspaper and radio schedule is being prepared.

DAIRY BELLE FARMS, San Francisco, to Brisacher, Davis & Staff, San Francisco. Will use radio.

HOUSE OF OLD MOLINEAUX, Boston, to Hirshon-Garfield, Boston, for Old Madrid and Three Monks wines. Radio being used.

WILLIAMS Co., Kokomo, Ind. (Bouffont washing agent, O-Gee cleanser), to MacDonald-Cook Co., South Bend.

Lewis May Join Army

TOM LEWIS, Hollywood manager and radio director of Young & Rubicam, is currently in New York for home office discussions on his successor. Mr. Lewis, it is understood, is resigning to join the Army Signal Corps as major in the morale section. He is the husband of the movie actress, Loretta Young.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Where Sales Multiply
W
E
Air Castle of the South
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE •
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

XUM

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 9 TO MAY 15 INCLUSIVE

Decisions . . .

MAY 14

WSOO, Sault Ste. Marie, Mich.—Granted petition for continuance of hearing on license renewal to 6-11-42.

KFAR, Fairbanks, Alaska—Granted modification of construction permit for approval of transmitter.

Applications . . .

MAY 9

WWDC, Washington—Transfer of control of corporation from Stanley H. Horner, Dyke Cullum and Edward Spence to Joseph Katz, G. Bennett Larson and Charles M. Harrison.

WNBC, New Britain, Conn.—Modification of license to move studios to Hartford.

KSAM, Huntsville, Tex.—Modification of license to move studio two miles southeast of Huntsville.

WKEU, Griffin, Ga.—Amend original application for CP to delete request for move of transmitter.

NEW, Camden Radio Inc., Camden, Ark.—CP new station on 1450 kc. with 250 watts, unlimited time; facilities of KCMC, contingent on their frequency shift.

WNAX, Yankton, S. D.—Modification of CP requesting extension of complete date to 12-7-42.

KHSL, Chico, Cal.—Modification of CP requesting extension of completion date to 7-16-42.

NEW, The Associated Broadcasters Inc., Los Angeles—CP new international station, frequency to be determined by the FCC, 50 kw., A3 emision, hours undetermined.

NEW, The Associated Broadcasters Inc., N. of Seattle—Same.

Tentative Calendar . . .

WPRP, Ponce, P. R., CP for 1480 kc., 1 kw. N., 5 kw. D., unlimited; modification of CP for 1520 kc., 1 kw., N., 5 kw., D., unl.; license renewal (May 19).

KGNO, Dodge City, Kan., modification of license to 1370 kc., 500 w., N., 1 kw., D. (May 20).

WGRC, New Albany, Ind., CP 790 kc., 1 kw. N., 5 kw. D., directional N., unlimited time; **WKPT, Kingsport, Tenn.,** CP 790 kc., 1 kw., directional N., unlimited time (consolidated hearing, May 21).

WFAS, White Plains, N. Y., modification of license 1230 kc., 250 w., unlimited time (further hearing, May 21).

NEW, The Walmac Co., San Antonio, Tex., 1230 kc., 250 w., unlimited time (May 22).

NEW, Southern Florida Broadcasting Inc., Miami, CP 1450 kc., 250 w., unlimited time (further hearing, May 22).

SAM BREWER, MBS roving war correspondent, formerly stationed in Cairo, Egypt, has started a series of Mutual news broadcasts from New Delhi, India, heard Mondays and Fridays, 6:20-6:30 p.m.

Fly's 'Buddy'

WERE FCC Chairman James Lawrence Fly, and Soviet Commisar Voroshilov at the NAB convention in Cleveland last week? If one believed the convention badges worn on the labels of a pair of broadcasters, who were constant companions, the answer would be "yes". One broadcaster wore a badge reading: "James Lawrence Fly, FCC, Washington". His companion's read: "Voroshilov, Moscow, USSR".

Carl Smith Gets Award For Radio Wave Device

THE HICKOK award for the best paper in the Cleveland section competition of the American Institute of Electrical Engineering will be given to Carl E. Smith, chief engineer of WHK and WCLE, Cleveland, it was announced last week.

Mr. Smith's paper, which was submitted in competition with other members on new technical developments in the radio field, was a treatise on "An Electro-Mechanical Antenna Pattern Calculator," outling details of the construction and operation of a machine he has invented to mechanically calculate the direction and distance radio waves go after leaving the transmitting antennae.

The machine, said to be the only one of its kind in the world, is now in operation at WHK-WCLE. It was said that the machine's calculation is as accurate as the mathematical method of computing antenna patterns and cuts the time required from days to a few minutes.

Robert D. Hickok Sr., president of the Hickok Electrical Instrument Co., Cleveland, for whom the award is named, will make the presentation May 21.

OPERATORS OF FM REFLECT OPTIMISM

PROMINENCE of FM on the military communications front promises advancement and general spread of knowledge of high-frequency radio, according to replies to a survey just completed of all FM broadcasters, by N. H. Terwilliger, sales promotion manager of Zenith Radio Corp., Chicago.

Optimism, despite prospects of reduction in schedules because of shortages of personnel and equipment, is prevalent among the 64 broadcasters who replied. Questionnaires were sent 100 FM licensees and applicants.

Answers show 41% of the operating FM stations are selling time and the "average station" or more than half of those who answered, is licensed to use 13,190 watts and is actually using 5,950 while it broadcasts 11⅓ hours a day. Location for most FM stations was found to be on a tall building transmitter tower. Unusual distances from transmitter to studio were W41MM, Winston-Salem, 116 miles, and W39B, Boston, 100 miles, both using relay setups.

New Lumber Order

DELIVERIES and sales by large producers of softwood "construction" lumber was frozen for a period of 60 days, May 13 under an order of the War Production Board. The only exceptions are the needs of the Army, Navy and the Maritime Commission. This order particularly applies to wood materials commonly used in building construction. And it leaves factory, shop and box lumber free for normal trade channels. However, all persons are prohibited from accepting deliveries of softwood.

Col. Browning Moved

LIEUT. COL. HARVEY P. BROWNING, executive officer of the Army Communications Branch under Brig. Gen. Frank E. Stoner, last week was assigned to the 8th Corps Area as signal officer with headquarters in San Antonio. Col. Browning, who served with the Southwestern Bell Co. before he entered the Army in World War I, had been signal officer in the Canal Zone until he was given the Washington post last fall. He is succeeded by Maj. Carl H. Hatch, formerly of the Wisconsin Bell Telephone Co.

Network Accoun

All time Eastern Wartime unless indica

New Business

GENERAL MILLS, Minneapolis (Sper Flour), on June 1 starts *Sam Hayes, Ne* on 7 CBS Pacific Coast stations (KRO KIRO KOIN KQW KARM KFPY) Mo thru Fri., 7:15-7:30 p.m. Agency: Wes Adv., San Francisco.

Renewal Accounts

GENERAL MILLS, Minneapolis (Softas cake flour), on June 1 renews for 52 wee *Betty Crocker* on 29 NBC stations, Fr 2:45-3 p.m. Agency: Blackett-Sample-Hu mert, Chicago.

GENERAL MILLS, Minneapolis (Chee oats), on June 1 will renew for 52 wee *Light of the World* on 28 NBC station Mon. thru Fri. 2-2:15 p.m. Agenc Blackett-Sample-Hummert, Chicago.

LIGGETT & MYERS TOBACCO Co., Ne York (Chesterfields), on July 13 renews f 52 weeks *Pleasure Time* on 83 NBC s tions, Mon. thru Fri., 7-7.15 p.m. (rebroad cast, 25 Pacific Coast NBC stations, 1 11:15 p.m.). Agency: Newell-Emmett Co N. Y.

PRUDENTIAL INSURANCE Co. of Ame ica, Newark, on May 31, renews for 1 weeks *The Family Hour*, on 60 CBS st tions, Sun., 5-5:45 p.m. Agency: Benton Bowles, N. Y.

BAYUK CIGARS, Philadelphia (Phillies on June 30 renews for 13 weeks *Inside o Sports* on 29 MBS stations and the Coloni Network, 7:45-8 p.m., Tues., Thurs., an Sat.; and *Sizing Up the News*, with C Tinney, on 56 MBS stations, 8-8:15, Mon. Wed., and Fri. Agency: Ivey & Ellingto Philadelphia.

Network Changes

CAMPBELL SOUP Co., Camden, N. J., o June 9 discontinues for 13 weeks *Bob Bur* on 65 CBS stations, Tues., 8:30-8:55 p.m (rebroadcast, 12:30-12:55 a.m.). Agenc Ruthrauff & Ryan, N. Y.

CAMPANA SALES Co., Batavia, Il (toiletries), on June 5 will disconti *First Nighter*, on 54 CBS stations, Fr 9:30-9:55 p.m. Agency: Aubrey, Moo & Wallace, Chicago.

QUAKER OATS Co., (Mother and Quak Oats), on June 5 will shift *That Brewste Boy* on 66 CBS stations, Wed., 7:30-8: p.m. to Fri., 9:30-10 p.m. Agency: Ruthrauff & Ryan, Chicago.

PILLSBURY Flour Mills Co., Minneapol (flours and cereals), on June 7 discontinue *Musical Millwheel* on 50 BLUE station Thurs., Fri., Sat., Sun., 10-10:15 a.m Agency: McCann-Erickson, Chicago.

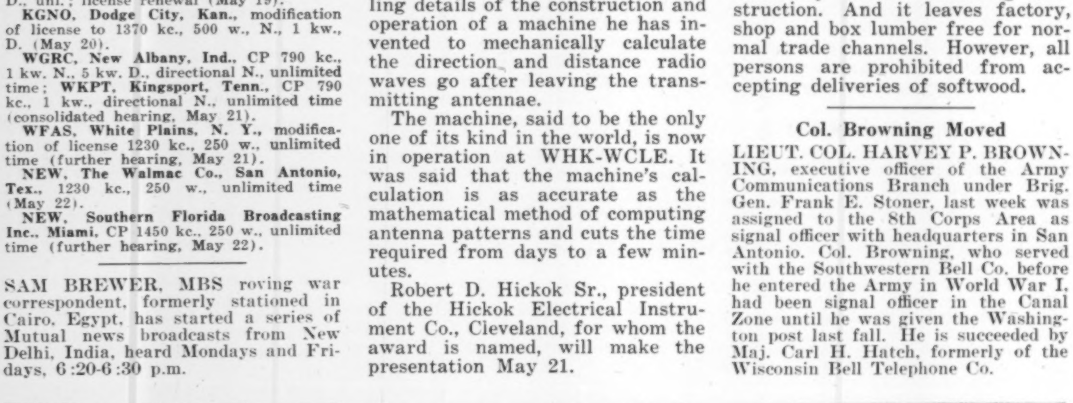
WNEW CLARIFIES NETWORK POSITIO

ROLE of WNEW as an independent station in New York wil remain unaltered by its participation in the Atlantic Coast Network new regional chain [see page 26], according to announcement May 1 by the WNEW management.

"The arrangement contemplated is for WNEW to remain an independent outlet and all time presently sold on WNEW will remain firm," said the statement. "However, where time is available o WNEW and the network is in a position to sell it, such time will be available to the network at WNEW's card rate. WNEW will, of course, continue to sell its own time and no options have been granted, nor will any be granted to the network.

"WNEW will give its best efforts towards aiding the new network insofar as such efforts are not inconsistent with its own activities. As an opportunity to provide expanded public service, WNEW welcomes the opportunity the network facilities will provide, the management stated."

CLARENCE G. ALEXANDER, NBC tele vision program operations manager, i leaving this week for duty as a first lie tenant in the Army Air Force.



JERSEY BROADCASTERS held session recently and chose these executives and board members. Seated (l to r): John C. Bird, WBRB, Red Bank, secretary and treasurer; A. Harry Zoog, WFPG, Atlantic City, president; Irving Robert Rosenhaus, WAAT, Jersey City, vice-president; C. E. Onens, WCAM, Camden, vice-president. Standing (l to r): Walter Patrick Kelly, WAAT, Jersey City; Thomas F. Burley Jr., WCAP, Asbury Park; Lester R. Gerken, WPAT, Paterson; L. M. Maxwell, Mack Radio Sales, Camden; O. L. Maxey, WSNJ, Bridgeton; George S. McGinley, WTTM, Trenton.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ENGINEER—For Southern NBC station. Permanent position. State salary expected and give references. Box 485, BROADCASTING.

Operator—With third class license or better, FCC approved, to operate transmitter. Permanent position to right party. KELD, El Dorado, Arkansas.

Chief Engineer—250 Watt Station. Write, giving full details first letter. No drifters or drunks. WRLC, Toccoa, Georgia.

Operator—Splendid permanent opportunity. Will assist with station installation and transmission line, antenna resistance and field strength measurements, etc. Good man can learn and earn. Your chance to grow with station. WSNY, Schenectady, N. Y.

Technician—Combination man preferred. Salary $45.00, 40 hours weekly. West Coast Station. State full qualifications and draft status first letter. Box 487, BROADCASTING.

Operator—Any license qualifying for broadcast station operation. Give full details first letter. WRLC, Toccoa, Georgia.

Salesman Experienced—With car. Salary and commission to producer for local independent. Steady, good future for right man. Give information first letter. KHUB, Watsonville, California.

If You Want to sell time that sells merchandise for the man who bought it, and think you can take over the bulk of local accounts on one of the finest Eastern local Network stations and earn more than a $40 weekly drawing account, write full details of your experience, record, draft-status, enclose photo. Our staff knows of this ad. Box 477, BROADCASTING.

Two Combination Men—One first class, one hundred forty month. One second class, one hundred twenty-five month. Location Southwest. Regional Columbia affiliate. Box 491, BROADCASTING.

Engineer Wanted—For studio and transmitter work. Pleasant working conditions. Position open June first. Give full information, including draft status, to Station WCSC, Charleston, South Carolina.

Engineer—For 250 watt, full time station. Western Electric equipment. State qualifications and draft standing. Box 483, BROADCASTING.

Situations Wanted

SALESMAN—Give references, salary, experience first letter. Box 482, BROADCASTING.

Operator—Desirous of change, first class license, draft exempt, presently employed. Box 480, BROADCASTING.

NEED AN ANNOUNCER?—Two available—both terrible. Crossley Rating —3. High, squeaky voices, irritating personalities. Edison Gramaphone recordings available. (Well?) We'll take you sight unseen. $60.00 weekly—better hurry. Local board hot on our trail. Both illiterate but what can you expect in these times? Added attraction: ten pounds of sugar—spare tire and chrome bumper thrown in FREE. Wire immediately. Box 484, BROADCASTING.

Program Director—Draft exempt, age 34. Over ten years experience. Reliable, capable, with proved executive ability. College background. Several years in present position. Only permanent connection considered. References. Box 495, BROADCASTING.

Urgently Need—Approved Broadcast modulation monitor. State type, condition, cash price. Box 494, Broadcasting.

Situations Wanted (Cont'd)

MANAGERIAL EXPERIENCE—NBC-Mutual regional groups. National sales manager, regional local. Merchandising, promotion director. 15 years radio, publication, agency sales experience. Employed; seek position as sales or assistant station manager requiring above average ability. 45, exempt. Box 478, BROADCASTING.

Station Manager — Versatile radio man available for more attractive proposition. Now employed in poor market. This man knows management . . . sales . . . and showmanship . . . and is competent announcer, producer, writer. Best references. 3-A. Virginias or Southeast preferred. Box 496, BROADCASTING.

Seven Years—Two stations. Married. Family. Employed. Progressively newspaper reporter, announcer, copy-writer, salesman, program director network affiliate. Self-supported through University. Box 479, BROADCASTING.

PROGRAM-PRODUCTION MANAGER—Now employed. Ten years experience one market. Can handle news, sports, publicity and promotion. Six years play by play baseball for General Mills. Newspaper and trade-paper background. Excellent references. Prefer station connection East or Middle West. All-around experience all departments. Married, children, draft exempt. Address Box 486, BROADCASTING.

Announcer-Operator — Thoroughly experienced combination duties. Radiotelephone first. Married, family. State salary. Available immediately. Box 489, BROADCASTING.

Chief Engineer—250 Watt station. Wants change. $42.50 week. Box 476, BROADCASTING.

GENERAL-COMMERCIAL MANAGER—Ten years every phase radio. Married, family, age 32. Top references. Box 492, BROADCASTING.

Operator—First class license. Experienced control board and transmitter. Desire permanent position at progressive station. Draft deferred. Eugene Nalley, 211 E. Ave. B, Sweetwater, Texas.

Announcer or Program Director—Draft exempt. Now with Chicago 50 kw. net experience. Want out of town. Box 475, BROADCASTING.

Practical Radio Engineer—Long experience broadcasting up to 50 kw. Conscientious worker, long hours no objection. A-1 references. Desire position where creative ability, self-reliance, hard work essential. Box 488, BROADCASTING.

Wanted to Buy

Direct Reading Field Intensity Meter—WFBC, Greenville, S. C.

FCC Recognized Phase Monitor—With or without coaxial switching panel for four element array. Send full information. Radio Station WHKY, Hickory, N. C.

For Sale

1 KW Broadcast Transmitter—Western Electric 106-B, including tubes, etc. Good condition. Reasonably priced. Box 481, BROADCASTING.

Collins 1,000 Watt Transmitter—Model 20 H in excellent condition. Available immediately. KTKC, Visalia, California.

230 Ft. Blaw-Knox—Self-supporting radio tower for immediate delivery. Box 493, BROADCASTING.

2 RCA Frequency Monitors—Type 475-A, Serial No. 151 and Type 475-A, Serial No. 153. Box 490, BROADCASTING.

Shortwaves

(Continued from page 52)

one or two occasions why the great American radio organizations ask for money on the air. I was stumped and replied rather angrily that they must have been listening to some other country. Later I got to thinking about it and decided some station probably had an international account supported by contributions. I have not caught such a program but I suppose my English friends did.

Since then I have been disturbed at the thought of the reaction of someone less kindly disposed to America than an Englishman hearing such a program. They probably assume that that rich America is not so rich after all—so why believe anything their radio stations say. A bit complicated, isn't it? Not quite as simple as just keeping the air alive with, perhaps, half an hour of military band records.

To wrap this thing up, the job has to be done. It can be done—as cheaply as the cost of the stupid broadcasting that is now being done. The small items I have mentioned as symptoms. There are many larger questions which I would rather not discuss at this time—questions of the handling of news and news interpretations, questions of jamming and interference, questions of cooperation with friendly nations, etc.—but which must ultimately enter the picture.

I came over here as a plain good American broadcaster. I've learned much from this job—very much.

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BROADCASTING
for
RESULTS!

54 Hours a Day for Latin Listeners

Rockefeller Group to Expand Busy Radio Schedule

By DON FRANCISCO

Director, Radio Division
Office of Coordinator of Inter-American Affairs

THE INCREASING interest of the other American republics in the United States, its problems and its people is reflected in the growing number of radio programs now beamed southward by United States shortwave broadcasting stations.

Shortwave stations now broadcast a total of 54 hours each day to Central and South America, 15 hours of which are devoted to news programs. In the last year these news broadcasts have increased from 39 to 63 periods daily and shortwave stations have stepped up their transmitting power from an average 21 kw. to 52 kw. One station has tripled its staff within a year and another has doubled its personnel in the last six months.

The OCIAA has reports indicating that programs originating in the other republics are being heard increasingly in the United States. In New York for example, 34 United States programs can be heard each week which are based on inter-American subjects, and 17 of these are carried on major national networks.

Commercial Cooperation

Since its inception the policy of the Radio Division of the OCIAA has been to help commercial broadcasting companies stimulate interest between the republics of the hemisphere as much as possible. The division has continually acted in an advisory capacity on program selection and has supplied many suggestions and much material. Since the declaration of war, the Radio Division has participated more and more in the actual production of programs keyed to the United States war effort.

As an example, the program, *This Is War!* written for United States audiences under auspices of the Office of Facts & Figures, was broadcast also in Spanish and Portuguese by the Radio Division of the OCIAA.

The script for each program was released to the division upon final clearance, re-written in Spanish and Portuguese and broadcast shortwave at approximately the same time that the United States program went on the air. Owing to the audience differences, the script must often be revised, rescored and different sound effects substituted, as well as using new voices and actors. This was done entirely by writers of the Radio Division.

Another program prepared with the cooperation of the Radio Division for a shortwave network is entitled *Americanos Todes.* This is broadcast nightly between 8 and 8:15 and brings to the microphone prominent men and women of all the American republics, discussing problems of common interest to the hemisphere. In recent months, listeners in the southern republics have heard Henry A. Wallace, Mexican Foreign Minister Ezequiel Padilla, Bolivian Ambassador Luis F. Guachalla, Brazilian Ambassador Sousa Acosta, Costa Rica's Minister of Finance Carlos M. Escalante and many others.

News Programs

Two news commentary programs also are prepared under the supervision of the Radio Division. One of these is a Brazilian program, broadcast from New York six nights a week over the Brazilian Government network under the direction of, and with comment by, four noted Brazilian journalists: Senhores Julio Barata, Origines Lessa, Raymundo Magalhaes, Pomeu de Souze. The other program is a news commentary sent by point-to-point communication to Argentina, Uruguay and Bolivia, with Roberto Unanue acting as commentator.

Sports enthusiasts throughout Central and South America may listen each Sunday night to a transcribed sports program of weekly events, tied in with the war effort, and broadcast by Luis Alcivar, Ecuadorean swimming champion.

Still another program produced for shortwave stations is written by the Radio Division, a dramatic presentation entitled *Salute to Our Heroes.* This program is on the air Sunday evenings between 8:30 and 8:45 and dramatizes deeds of bravery in the war, such as General MacArthur's defense of Bataan.

The Radio Division helps in other ways. One of these is the recording for transcribed programs of background material on the cultural and economic life of the United States as it is geared to the war effort. Such recordings are distributed to local stations throughout the other American republics, many of them musical recordings of famous symphonies and programs of celebrated artists of the entertainment world.

The Radio Division also has encouraged networks to establish affiliates throughout the southern republics which will pick up and rebroadcast their shortwave programs. As an example, the Argentine news period is sent out locally over 12 Argentine and Uruguayan stations and one Bolivian station, while 89 local Brazilian stations rebroadcast the Brazilian shortwave news commentary.

More in the Works

In addition, special feature programs are arranged for South and Central American audiences. On April 14, Pan American Day was celebrated with an especially transcribed half-hour program, incorporating the speech which Mexican Foreign Minister Ezequiel Padilla made at the Rio de Janeiro Conference of Foreign Ministers. Nearly 30 other important events have been the subject of special broadcasts.

The Radio Division is now planning many more features to augment those programs now beamed at the other republics of the hemisphere. For example a project tentatively entitled *The United States and Industry* involves the production of 26 transcribed programs in Spanish and Portuguese and is modeled after the program *Defense of America,* recently broadcast by one of the United States networks.

Another series of 300 transcriptions of musical programs also will be released for local usage in the other American republics. These include music by United States Army, Navy and Marine bands, Negro spirituals and symphonic music and talks on current affairs.

Drawn for BROADCASTING by Sid Hix

"It's O.K. Now . . . I Fixed It With a Hairpin!"

RAIL GROUP PLANS NETWORK CAMPAIGN

ASSN. of American Railroads, Washington, which has not used radio before, is understood to be starting a network show in June to promote the cooperation and assistance railroads are giving to the war effort.

It is rumored that the association might start its program June 7 on NBC in the 7-7:30 Sunday evening spot vacated May 31 by Jack Benny, who resumes the General Foods Jello-O series Oct. 4. No confirmation had been made last week, however, and no network had been definitely selected. Also uncertain was the general format of the show, although members of the association have been listening to various recorded programs for the past few weeks.

Raymond Gram Swing, MBS news analyst, has been suggested as a possible commentator for the series. Agency handling the account is Arthur Kudner, New York, which stated that no decision on the program would be made for at least a week.

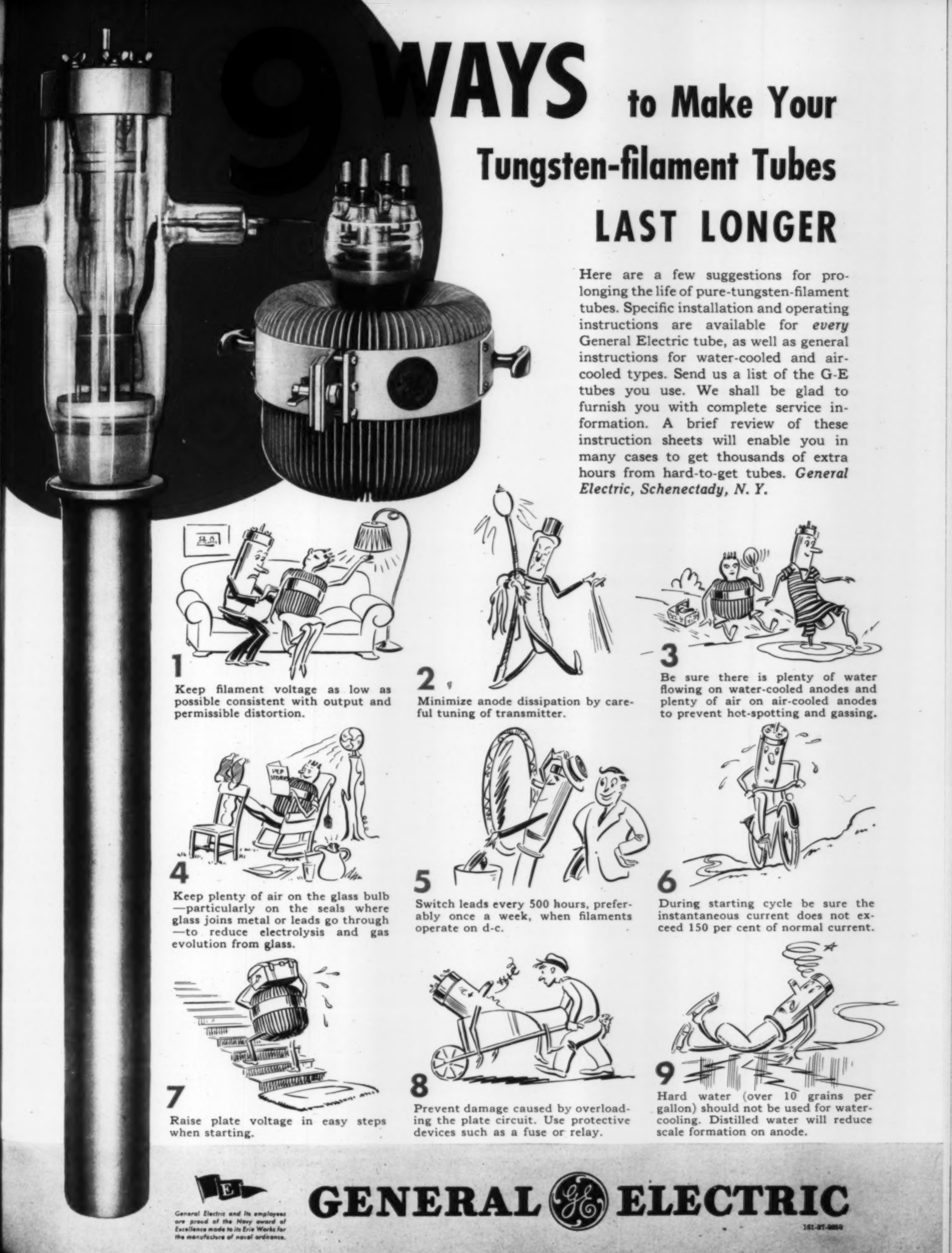
U. S. Aiding Free French Build Station in Africa

THE United States, through the office of the Coordinator of Information (Donovan Committee), is assisting the Free French in establishing a powerful shortwave broadcasting station in Brazzaville, French Equatorial Africa, the United Press reported last week. The station, the report stated, will be used to "bombard" Europe, Africa and Asia with United Nations news and propaganda broadcasts, beaming particularly to India.

It was said that COI representatives will be sent to Brazzaville to arrange the broadcasts, though efforts to secure verification from the Washington offices of the Donovan Committee were unavailing due to an apparent policy of secrecy shrouding practically all of its radio operations since the departure of Nelson Poynter, radio chief, for Hollywood on a special mission for the Office of Government Reports [BROADCASTING, April 20].

Patriotic Series

COOPERATING in the celebration of "I Am an American Day" May 17, MBS broadcast a half-hour of the New York ceremonies in Central Park, which were carried for their full two hours by WNYC, city's municipal station; Texas Co. turned over the last half of its Fred Allen broadcast for a patriotic program presented by the Treasury Department, and various local stations presented special programs. WBNX, New York, featured talks by naturalized citizens whose sons are fighting with the United States armed forces on its Ukrainian, German, Greek, Italian and French periods and also with a special salute program in the evening presenting Polish, Spanish, Armenian and Lithuanian parents.



9 WAYS to Make Your Tungsten-filament Tubes LAST LONGER

Here are a few suggestions for prolonging the life of pure-tungsten-filament tubes. Specific installation and operating instructions are available for *every* General Electric tube, as well as general instructions for water-cooled and air-cooled types. Send us a list of the G-E tubes you use. We shall be glad to furnish you with complete service information. A brief review of these instruction sheets will enable you in many cases to get thousands of extra hours from hard-to-get tubes. *General Electric, Schenectady, N. Y.*

1
Keep filament voltage as low as possible consistent with output and permissible distortion.

2
Minimize anode dissipation by careful tuning of transmitter.

3
Be sure there is plenty of water flowing on water-cooled anodes and plenty of air on air-cooled anodes to prevent hot-spotting and gassing.

4
Keep plenty of air on the glass bulb—particularly on the seals where glass joins metal or leads go through—to reduce electrolysis and gas evolution from glass.

5
Switch leads every 500 hours, preferably once a week, when filaments operate on d-c.

6
During starting cycle be sure the instantaneous current does not exceed 150 per cent of normal current.

7
Raise plate voltage in easy steps when starting.

8
Prevent damage caused by overloading the plate circuit. Use protective devices such as a fuse or relay.

9
Hard water (over 10 grains per gallon) should not be used for water-cooling. Distilled water will reduce scale formation on anode.

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.

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